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Ferguson Seed Farms

Breed and Grow Pedigreed
Field Seeds

SHERMAN



TEXAS

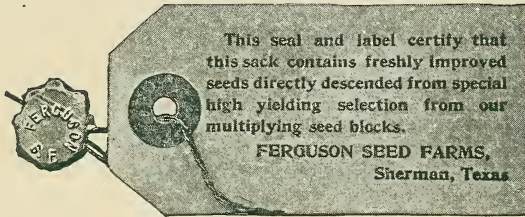


HIGH BRED SEEDS

Of pedigreed strains of standard native varieties, continuously bred-up in the climate in which they are to be grown, are

FIRST AIDS TO BIGGER CROPS

To get these bigger crops you must have the seeds to fit the above description. It is our special business to breed-up seeds that fit the Southwestern climate under this comprehensive definition. Every bag of our seed corn, cotton seed and **Ferguson No. 71 Oats** bears seal and certificate to this effect:



This seal and certificate protects you from uncertainty and fraud. It is our guarantee to you that we have been on the job more than thirteen years, each year doing the following specific things to make "bigger crops" a possibility.

Investigation

1. **Finding out the best varieties** by actually testing them in our trial grounds, watching the reports of the Experiment Stations and gauging the general observations and experiences of farmers throughout the Southwest.
2. Finding out the better strains of these high-yielding standard varieties by growing them side by each.

Doing The Work

3. **Improving these better strains** of these better varieties by plant-to-row tests—doing this painstaking and valuable work **each and every** season. This is the work that makes our seeds yield bigger crops.

Supplying Seeds To You

4. We are **growing seeds** of these highly improved strains of these standard varieties.
5. We are **preparing the seeds** from these specially grown fields, assuming the responsibility for the success of every important step in the selection of the variety, selecting the best strain in the variety, improving their good strains, as well as growing and preparing the seeds—all under our supervision, with practically trained specialists in charge of every step.

But Let Us Reason Together

With all this care our seeds are not **yet** perfect; they are "high bred," but not **absolutely** "pure bred." We are not promising **you** more than Old Mother Nature gives to **us**. In your fields, just the same as in ours along with your better yields and better average quality, you will get your share of runts, sports, throw-backs, reversions, etc. There's a runt in every litter of even thoroughbred pigs; so in seeds.

When You Buy Our Seeds we want you to "feel," as well as to believe, that your money is wisely invested in seeds that are well bred and honestly described. Of our sincerity in this we ask you to judge after reading our Stringless Guarantee.

STRINGLESS GUARANTEE

S Seeds must be satisfactory to **YOU** or you get your money back.

Our certified seeds are sold for cash with order, sacked and delivered f. o. b. Sherman, but subject to examination and acceptance on arrival at your station. Five days after arrival at your station are allowed to look them over and decide. If you will notify us that you want to make a germination test, we will extend this time to 10 days.

While we exercise great care to have all our seeds pure, true to name and reliable in every way, for obvious reasons we do not give any warranty, expressed or implied, about the character of the crop. No reasonable man expects this.

We Guarantee Safe Arrival of the seeds, but do not assume

responsibility for delays, shortage, losses or damage caused by carriers.

If Seeds Are Not Satisfactory: We want to be as liberal as could reasonably be expected. All that we ask is that you carefully examine the seeds on arrival; if they are not satisfactory, or if you do not "feel just right" about your investment, then have the seeds promptly re-shipped to us by freight in original bags. (Note: Your satisfaction is the **ONLY** condition.) On return of the seeds we will refund your money without "ifs" or "ands" or questions asked. Your judgement will be final and your **WORD** sufficient.

Isn't this fair?

MEBANE TRIUMPH COTTON

This seal and warranty tag are used only for seeds grown and prepared by the

FERGUSON SEED FARMS
SHERMAN, TEXAS

Not grown or prepared by us if this tag is absent.

THIS TAG IS SEALED ON EVERY BAG

SEED
BREEDERSFerguson Seed Farms.
SHERMAN, TEXAS.SEED
GROWERS

How New Strains of Standard Varieties Get a GOOD Pedigree

First: By planting choice selections of one ear, one head, one stalk, etc., to a row in **breeding blocks**, we learn which ears, etc., have the best yielding qualities. Selections showing up better than others grown under like conditions of soil, seeding, cultivation, season, etc., are proven to be **Champion Strains**.

Second: Champion Quality must be proven by accurate tests and the results measured by scales and tapes. Guess work is eliminated.

Third: Usually 100 of the choicest ears are gathered from rows whose Champion Quality has been proven by actual scientific tests. These, in turn, are planted in the following year in a similar seed breeding block, and on and on, from year to year.

Fourth: Champion Strains (in the case of corn) are further improved by cross pollination from ears of other Champion Strains of the same variety. Again the best score-card ears are selected from the Champion Strains in the breeding blocks, and so on from season to season.

Thus it is that seed of good, recognized Standard Varieties are made better and better; improved and re-improved year after year. And it is from seed thus developed that we secure seeds to grow our **multiplying blocks**, and from these in turn seed to grow our increase fields to supply bred-up, pedigreed seeds for our customers.

Such are Our Methods for getting *good* seeds with a *good* pedigree that produce *good* crops. Here is a chart showing the history of the seed corn we ship to you:

Continuously from
1903 to 1914



100 First choice
ears from high-
est yielding
progeny rows
Cross pollinated



100 First choice
ears from 1915
breeding

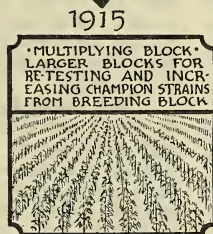


100 First
choice
from
1916 br

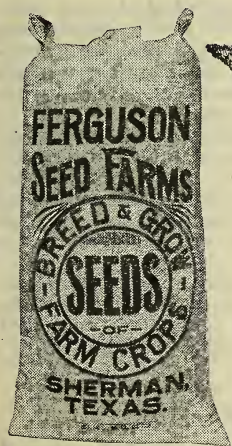
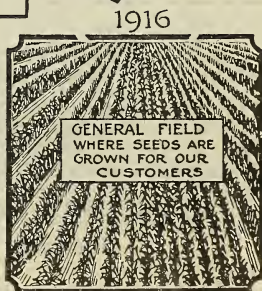
Champion strains from
highest yielding progeny rows
Cross pollinated Seeds for
1915 multiplying stock

Champion strains from
highest yielding progeny rows
Cross pollinated Seeds for
1916 multiplying stock

Champion
Progeny rows
Seeds for
1917



Seeds for 1916 general field
best ears from best stalks
Cross pollinated ears from
champion strains



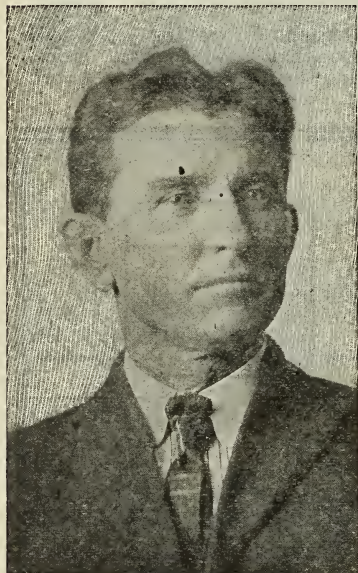
This Seal and Certificate
are placed on all our
special high Bred seeds.
They are a positive
guarantee of Well-Bred
Good Seed of the best
Varieties for the Southwest

SEED
BREEDERSFerguson Seed Farms.
SHERMAN, TEXAS.SEED
GROWERS

The Idea and the Ideals Behind The Ferguson Seed Farms

A Personal Word From the Manager

Fourteen years ago, the *idea* and the *ideal* of the Ferguson Seed Farms were born. These and a little *hope* and *determination* represented the entire capital stock. The



A. M. FERGUSON,
President.

In Charge of Seed Breeding.

idea is given with scientific exactness at the top of the inside cover page. The climate of the four Southwestern States is the field of our operations. Sherman was selected as the logical crop center for breeding up and growing seeds for the Southwestern climate.

The work was promptly begun, being supported by savings from a school teacher's salary. Later a seed business was started in a small way.

Five years afterwards an application for a bank loan of \$150.00 was refused. Our *idea* and *ideal* were alright, but the *business* hung up until other arrangements were made. * * * I had heard that "everlastingly keeping at it brings success."

I am NOT now connected in any way with the "Texas Seed Breeding Farms" and have not been for many years. I repeat this, because many persons have overlooked the previous announcements. Please address your letters to the

FERGUSON SEED FARMS
Sherman, Texas.

Mottoes are tonics to the soul. In an hour when Despair was whispering around I posted this up on my desk:

"OPPORTUNITY"

They do me wrong who say I come no more,
When once I knock and fail to find you in,
For every 'morn I stand outside your door
And bid you wake and rise to fight and win.

Today all three—the *idea*, the *work* and the *business*—are well known and substantially recognized as standing for "something" that concerns the Southwest. The business has a liberal investment in equipment and controls the output of several thousand acres of well-bred corn, cotton and small grains. Possibly they are not as good as they "ought to be," but they are "better than they used to be."

The results of our seed breeding work have also been widely recognized. Three varieties of corn and improved strains of two varieties of cotton have been recognized and recommended to Southwestern farmers as "Standard High Yielders" by the U. S. Department of Agriculture, the Agricultural Experiment Stations in three Southwestern States and the Field Crops Associations in these three states. Thousands of farmers plant the varieties which we developed, named and introduced and they are now listed in the catalogs of the big seed merchants.

We never lost sight of our *ideal* of good seedmanship, not even in the periods of disappointments and hard times. In this period of prosperity, confidence and general good will, we renew our pledges to carry forward this work according to the knowledge and faith that is within us.

The Ferguson Seed Farms is no longer an individual affair. The stock is largely owned by its permanent employees who have so faithfully co-operated in making our *idea* and *ideals* a practical business success, and a few representative business men in Grayson county—all are partners in the business.

When you come to Sherman call and let us show you the farms and the seed breeding work in progress. Incidentally you may find out that ours is the only bona fide "seed breeding farm" at Sherman.

Yours for Honest Seed Service,

A. M. Ferguson

In Charge of Seed Breeding.

Method vs. Chance—Result vs. Opinion Test vs. Guess

Breeding-up field seeds is one means of increasing the prosperity of every farm home.

How to breed-up corn, cotton and grain, and to *actually know* what has been accomplished when we have been *trying*—here is where we need to apply *method* or system and to use *tests* to measure *results*—And also to forget about *chance*, *guess* work and *opinions* not based on definite facts.

Good carpenters do not saw costly boards by guess. Bricklayers use plumb-lines rather than their "eyes" to be sure their walls are plumb, etc. WHY should farmers trust to mere off hand *opinion* and *chance* in supplying seeds for their crops?

Many farmers—a great many farmers—select the seeds on which they are to spend a season's work and opportunity by *chance* from what is convenient, *guess* at their goodness and never consider the *results* of the *tests* made by the Experiment Stations.

The Best Is None Too Good

Others may consider the results of practical experience and also the reports from the Experiment Stations and buy the seeds having the *names* of good varieties but do not definitely inquire to ascertain if they are getting a proven high yielding strain of these good varieties.

Information Makes Work Turn to Sure Money

To illustrate this point we recall experiment station tests of two undoubtedly well-bred strains of Mebane Triumph Cotton. One was ours. The other was from the most widely known breeder and grower of the variety. At the San Antonio Experiment Farm our strain yielded 40 pounds *more* per acre, and at the North Louisiana Experiment Station it yielded 263 pounds *more* per acre. Here are advantages that at present prices would mean \$2.50 to \$15.00 per acre net gain. And, too, bear in mind, this is the difference between two well-bred strains—not between the best and a common mongrel strain.

How did it "happen" that our strain was uniformly the best yielder?

Here's the Answer:

Every year we select 75 to 100 of the most promising stalks from strains of Mebane Triumph Cotton known to be high yielders. We determine their yielding power, not by mere appearance, but

with scales to measure the crops, and tape-lines to measure the land, we actually measure their wealth-producing power. Nothing is left to chance or guess. We are guided by *definite results*, *proved by scientific tests*. Only the proven most profitable yielders are saved for propagating our seed supply. All our seeds descend from these high yielding strains.

That is why our seeds have invariably made the high yields in Experiment Station tests. This is why it will pay *you* to plant our seeds.

But the Cost

Cost is not a safe index of quality. In the case of the MEBANE TRIUMPH cotton referred to above, the low yielding seed actually sold for more money than ours. But suppose our certified, pedigreed seeds do cost fifty cents or a dollar more per bushel, above even ordinarily good seeds. This would only add 12c to 50c an acre. A few more pounds of corn, or of cotton will pay this. Above this the extra yield will be clear profit.

The Rule of Safety

Cut out guesswork. Invest your money in seeds showing superior *results* secured from *tests* made by scientific *methods* and it will be a very profitable investment. It is perfectly obvious that such seeds will cost a little more than the common kind. People who have enough sense to produce well-bred seeds usually have enough sense to ask you to pay no more than a reasonable return for the time, talent and money put into the improvement of the seeds.

Certain it is that there are bargain "gold bricks" in seeds being sold every day. People who are "looking for something better at less money" are usually the victims.



Harvesting a Field Test of Varieties of Corn on Ferguson Seed Farms.

Scientific Methods Get Results

The explanation of our success is found in our **Methods.**

No other Southwestern seedsman, whether he be dealer, merchant or grower, even pretends to be **BREEDING-UP FIELD SEEDS** with the same painstaking care for scientific method as has been done for so many years by the Ferguson Seed Farms.

Our **HIGH YIELDING STRAINS** are descended from pedigreed selections whose *champion quality* has been proven by *tests made with the scales.*

"Good Looks" and "Fancy Points" are also bred into our seeds as the awards at the Corn Shows prove. We put the "looks" into the seeds and the Corn Show Judges said "Best."

We maintain **Seed Breeding Blocks** on our farms, growing only pedigreed champion strains. The certificate on our bags is assurance to you that the seeds are the descendants of these champion strains of proven good varieties.

Below is the chart prepared by Dr. D. A. Saunders, Plant Breeder, U. S. Department of Agriculture, showing the yields in bushels and dollars, based on the results of a test of 66 varieties of corn made by the U. S. Department of Agriculture and the Texas Experiment Stations.

We are reproducing this chart because it shows the real money value of well-bred seed corn, and further, because these best yields were made by **OUR** seed of **OUR** varieties.

Here's What Three State Experiment Station Tests Proved in Planting Our Bred-up Seeds

Corn Growers Chart of Yields

Profits and Yields Per Acre From Single Highest and Single Lowest Yielding Variety

Tests Were Made—	At Greenville.	At Troup.	At Temple.
Highest yielding variety.....	Ferguson Yellow 43.5	Chisholm 17.2	Surcropper 33.7
Lowest yielding variety.....	Leaming 11.4	Blow 4.2	Blow 7.6
Difference in bushels.....	32.1	13.0	26.1
Corn at 70 cents a bushel.....	\$.70	\$.70	\$.70
"Gain from good seeds".....	\$22.47	\$9.10	\$18.27

Profits and Yields Per Acre From Five Highest and Five Lowest Yielders

Tests Were Made—	At Greenville.	At Troup.	At Temple.
Average five highest yielders.....	40.6 bu.	16.9 bu.	29.2 bu.
Average five lowest yielders.....	15.9 bu.	5.9 bu.	11.8 bu.
Gain in bushels from good seed.....	24.7 bu.	11.0 bu.	17.4 bu.
Corn at 70 cents a bushel.....	\$.70	\$.70	\$.70
Average gain in dollars from good seed.....	\$17.29	\$7.70	\$12.18



"Planting a Seed-Breeding Block."

SEED
BREEDERSFerguson Seed Farms.
SHERMAN, TEXAS.SEED
GROWERS

The Secrets of Corn Breeding

What Are the Advantages of Our Certified, Pedigreed Seed Corn?

We are farmers ourselves and grow corn. Our interest in good yields is the same as your interest in good yields. Therefore, we ask you to read what we have found out about seed corn. It will help you to decide what kind of seed corn will give you the largest yields in your fields.

If you grow corn in the Southwest you want (or need) seed corn that is a proven good variety. We offer you the *experience* of many farmers, the *proof* of general opinion and the definite *results* of Experiment Station tests that we are growing only the varieties that have proven to be the most profitable in the Southwest.

Types Tested and Found Wanting—A Process of Elimination

Large Ear and Small Ear Types

The first variety of corn developed in the Southwest by pedigreed ear-to-row breeding was Munson. We introduced this variety in 1906-07. The second variety that we developed in this way was Ferguson's Gourd Seed. Both of these large eared varieties were popular in their day and good yielders under favorable conditions. However, owing to the large size of their ears and stalks and their late maturing habits they have failed to give high average yields. For this reason we ceased to breed or even to grow them some years ago. In the course of our work, we developed other sorts that were better yielders and surer yielders under average conditions.

Multiple Ear and Small Ear Types

We also developed Southwestern strains of two small multiple-eared or so-called prolific types, Mosby Prolific and Coke's Prolific. Batt's Prolific and Hasting's Prolific are similar forms. We maintained ear-to-row breeding blocks of these prolific later maturing varieties, but after five years' testing we found that they, too, were not among the better yielding types. We conducted variety tests with these and many other sorts in co-operation with the government's investigators.

These same variety tests also showed that the small eared, early maturing, multiple eared types like Hickory King were also inferior yielders in the Southwest.

Northern and Other Foreign Varieties

NORTHERN GROWN CORN was formerly thought (by mere "opinion") to be the best type for the Southwest. The "Opinion" was that they were "early and would escape the drouth." The facts developed by the long continued tests of the U. S. Department of Agriculture, the Arkansas Experiment Station, the Texas Experiment Station and the Field Crops Associations, in these two states, all confirm the conclusion we announced twelve years ago that

"All Northern Grown Corn and even Southern Grown Corn of Northern Varieties uniformly yield less per acre than common mongrel native strains."

The average of many tests positively prove that such varieties as Iowa Gold Mine, Iowa Silver Mine, White Pearl, Reid's Yellow Dent, Golden Beauty, Boone County White and many other Northern varieties sold by grocery stores, grain dealers and merchant seedsmen, yield from 10 to 25 bushels per acre less than the standard varieties recognized by the Field Crops Associations in the Southwest.

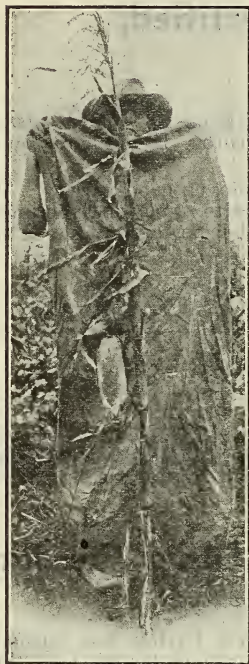
An Old Customer Comes Back With an Interesting Story.

"In answer to yours of recent date will say that in 1913 and 1914 I planted seed corn bought of you and was very much pleased with same, and the year 1915 I planted Ferguson Yellow Dent seed corn bought of _____ at Sherman and same was very unsatisfactory. Will pay the difference in price and plant your seeds in the future."—A. C. Egg, Jackson County, Texas.



Picture shows effect of cross-pollination and self-pollination on the yield and quality of corn. We save cross-pollination seed from our breeding blocks and multiplying blocks.—Photo U. S. Department of Agriculture.

Three Native Varieties Proved Best for the Southwest



Ear and Man
Both "Grinning."



Ear Shoulder High. One
of the "Higher-Ups."

During the last ten years we have tested nearly every variety of corn that has been grown by Southwestern farmers. As a result of all the information before us, we are growing only three varieties of corn. "Why just three?" you ask. The answer is "Why more?" Are there any others that have proven to be any better or even just as good? The definite information at hand answers "No." As a measure of "The reason for the faith that is within us" consider this record of our seed of our three varieties.

Wouldn't you, too, be content to continue growing just three varieties showing such good results?

Just Look at These Consistent Records

Make Your Own Explanation of Results Like These.

There's a Reason!

1. During the last eight years the Texas Field Crops Association has annually made yield or utility tests of about one hundred samples of seed corn in various parts of the state. In every test and in every part of the state our varieties have been in the list of "Best Yields." They have usually been THE BEST. (See chart on page 4.)

In the 1914 tests, the first and second best yielders were our varieties. We won the Corn Growers' "Utility Cup" and Ham Fleming won the "Ferguson Good Seed Trophy."

2. At the State Experiment Station tests at Denton, College Station and Troup, our seed corn made the highest average yields in 1912, 1913, 1914, 1915 and 1916. Similar records have been made in Experiment Station tests at Temple and Nacogdoches.

3. Also "good luck" (?) has won the same honors for our seeds during the past eight years in the tests made by the U. S. Department of Agriculture at San Antonio, Tyler, Greenville, Sherman, Waco and other places. Satisfy yourself about the reason for this. Was it good luck or good breeding that made such consistent records possible?

4. Likewise in Arkansas, particularly for Central and Southern Arkansas, Experiment Station tests show that our three varieties are among the Best Yields for that state. These tests were made during the last seven years.

5. In Oklahoma, the Experiment Station has not published the results of its tests of seed corn, but our varieties are just as popular with the farmers in that state as they are elsewhere. Some of our breeding-blocks and seed fields are in Oklahoma. Sherman is only 14 miles south of the Red River.

CHISHOLM, SURCROPPER AND FERGUSON YELLOW DENT

The three varieties which have made such wonderful records are all developments from, and improvements upon, Native Southwestern varieties. By long years of testing, we have located the low yielding types and varieties and discarded them. At the same time we found the best foundation types and have improved them. We have developed a number of varieties, but now grow only three varieties—the three best. They are varieties that get results in the Southwest. They are the varieties you should plant to fill your cribs. Plant the bred-up, high yielding, wealth-producing strains. Plant Certified, Pedigreed Seed of Chisholm, Surcopper and Ferguson Yellow Dent.

As to the Truthfulness of Claims: You are at liberty to discount any claims we make if they are not backed up by reports from old customers or scientifically established results from the Agricultural Experiment Stations.

Breeding-Up Seed Corn

Better Yields—Better Stalks—Better Ears

Improving Stalk Characters.—We do not grow corn for stalks, yet we give just as much attention to developing good stalk characters as we do to developing good ear quality. Every year all the seed for our breeding blocks and special stock seed blocks is *selected in the field*. But, why select corn in the field?

CRIB SELECTING vs. FIELD SELECTING

By selecting seed corn from the stalks in the field, we know more about the characters of the stalk than if we merely selected good ears from the crib. This feature alone adds an extra value to our seed corn that will many times pay for the cost of the certified seeds. This work gives many advantages.

The Advantages are Many



**"A Good Ear
in the right
Attitude."**

(a) *Ears from stalks that stand up, produce sounder corn.* We never select our seed ears from stalks that are broken over or blown down. The stalks must be stout enough to not break over and must have roots enough to keep them erect. By continuing this selecting year after year we have greatly improved the tendency of the stalks to stand up against wind and blowing rains, thus reducing storm damage. This often means a *saving* of several bushels to the acre.

(b) *Ears that hang down when matured are never weather stained or rotten at the butts like ears that stand up and catch the rain.* This is a character that varies widely from season to season, but our persistent selecting reduces the damage that occurs in wet summers. If it saves 50 ears to the acre, it more than pays for the cost of the seed.

(c) *Ears with shucks well closed at the tips are less likely to be attacked by weevils, birds, squirrels, or rats in the field.* In our Southern climate they keep better in the crib.

(d) *Stalks with ears at medium height are less likely to fall over than when they are high up.* They are also usually better ears.

(e) *Crib selection of seed ears is likely to result in the selection of ears that are large and well matured merely because they have been favored in the field by extra space, or rich spots. Such ears are probably inferior in natural producing power to good ears produced under normal field conditions.* Again by selecting seed corn in the crib we run a chance of getting a good ear that came from a stalk that was (1) Down or, (2) Broken over, or a stalk that had the (3) ear too high, (4) standing erect on the stalk, (5) not closed over at the tip to protect from weevils, etc., all these chances against one that we will get an ear from a stalk with good characters.



**"A Monster Ear
Standing Out
Bold and Bad."**

Putting Quality Into the Ears

Our seed corn produces winners at the corn shows. We still believe in the use of the score card, not only at the corn shows, but also on the farms where good corn should be grown. No better proof of our attention to developing good ear characters can be offered than the frequent premiums given to parties who grow our varieties. Corn grown from our seeds has captured most of the sweepstakes and first prizes in the local and state corn shows.

Go To Any County or State Corn Show

In the Southwest and you will find prize-winning exhibits of CHISHOLM and FERGUSON YELLOW DENT. SURCROPPER does not "shine" at the shows. But my! how it wins out in the field-tests of yielding power.

**SEED
BREEDERS**

**Ferguson Seed Farms.
SHERMAN, TEXAS.**

**SEED
GROWERS**

The Ferguson Good Seed Trophy



Ham Fleming, Winner 1914

Ham Fleming, mayor of Victoria, Texas, is also a progressive farmer, growing a large acreage of corn for feed.

He buys Ferguson's seeds every year, notwithstanding the fact that he has seed from his fields that won the FERGUSON GOOD SEED TROPHY for best yield in 1914.

He knows us and the quality of our seeds. Mr. Fleming is just like hundreds of others who come back to us every year or so to get our most recently improved seeds.

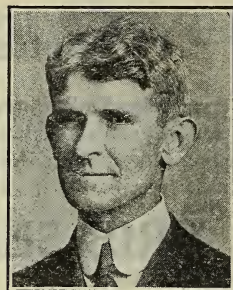


Awarded annually to the farmer entering the **HIGHEST YIELDING** selection in the contests conducted by the Texas Field Crops Association.

Surcropper — Chisholm

or

Ferguson Yellow Dent



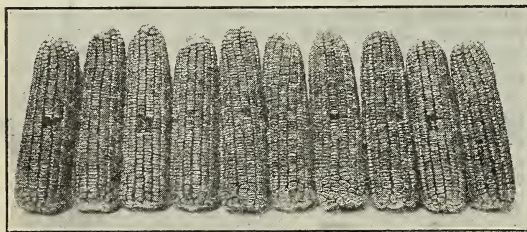
Gates Thomas, Winner 1915

Prof. Thomas teaches English in the Normal College at San Marcos, but he is also a real farmer "on the side." He, too, is "out for a pointer" at any time when he selects seed for his farm.

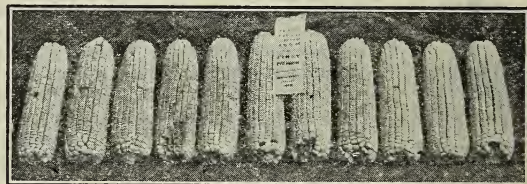
He insists that it costs no more to cultivate well-bred seed than the scrub kind. He keeps books on his farm too, and he can "show the figures" that have made him a regular customer of the Ferguson Seed Farms.

The Ferguson Good Seed Trophy is a magnificent punch bowl of about ten gallons capacity. It is awarded annually by the Texas Field Crops Association to the farmer growing the Highest Yielding selection of seed corn from either SURCROPPER, CHISHOLM or FERGUSON YELLOW DENT Corn.

Every grower of any one of these three varieties is urged to contest for it. All that is necessary is to send 10 of your best ears to the Texas Corn Show, held in January of each year. For information about contests for this Trophy see the catalog of the Texas Field Crops Association issued annually. Write to Prof. D. A. Saunders, Secretary, Texas Field Crops Association, Greenville, Texas.



Grand Champion Sweepstakes, 10 ears white in Texas Crop Show, 1916. FERGUSON YELLOW DENT grown from our seed by Mr. A. Wicker.



Champion Sweepstakes, 10 ears White Corn, Texas Crop Show, 1916. CHISHOLM, grown by Gates Thomas.

This Man Remembers the Crop, but has Forgotten the Price.—"In 1914 I ordered 1 bushel of FERGUSON YELLOW DENT corn and made 40 bushels to the acre while other corn did not make anything. I think it is the best corn grown for this country. I will try it and your SURCROPPER both this year and give results later."—Jno. H. Simmons, R. No. 3, Delta county, Texas.

An Early Pioneer Says "Best Corn I Ever Raised."—"Your FERGUSON YELLOW DENT corn last season was the largest, heaviest, best corn I ever raised. I am 66 years old and living in the house in which I was born. Can cheerfully recommend it to all who want the best corn."—J. Taylor Allen, Fannin county, Texas.

If you want to fill your cribs with Corn good enough to be Champion Sweepstakes Prize Winner get seed from

FERGUSON SEED FARMS

Will It Pay To Buy Freshly Improved Seeds Every Year?

This is a question we are often asked to answer.

On the theory that we are breeding our seeds up every year and that in the hands of our growers they are running down every year, it would seem wise. Mere crib selecting is not going to "keep the seed up."

But Here Are the Facts

of a test that tell you **How Much** you would gain by using our freshly bred-up seeds every year.

The facts were developed in this way: Gates Thomas won the Ferguson Good Seed Trophy for 1914 by supplying the best yielding selection of CHISHOLM corn. The tests on which the award was given were made by the Texas Experiment Stations at Temple and Nacogdoches, and by the U. S. Department of Agriculture at San Antonio and Greenville.

Mr. Thomas had secured his seed from us two years previous. It so happened that freshly improved pedigreed seed of our CHISHOLM was also in these same tests.

The freshly improved seed from our fields out-yielded the second year seed from Mr. Thomas in all four tests with an average gain of $4\frac{1}{8}$ bushels per acre.

Pleased All Who Saw It.—"The seed corn bought of you was perfectly satisfactory. The prettiest that I ever saw and brought very favorable comment from all who saw it."—Geo. Hogge, Ellis county, Texas.

His Neighbors Said "Best Corn in Jackson County."—"I am well pleased with your FERGUSON YELLOW DENT corn. It made good corn, in fact better than any of my neighbors and not any rain whatever while it was making. My family physician said it was the best corn that he had seen in this country. Others said the same thing."—J. L. York, Jackson county, Texas

Made 60 Bushels to the Acre and Won Several Premiums.—"The FERGUSON YELLOW DENT corn I got from you last year was good. I made 60 bushels to the acre and won several premiums and sold all the seed I had at \$3.00 per bushel."—J. E. Keyworth, Ellis county, Texas.

This man is making money by using Ferguson's Seeds.—"I have been planting your improved seed for three or four years with good results. Now I want to try your FERGUSON No. 71 OATS on a small scale. I have one and a half acres fenced to itself. I sowed in wheat two years ago, turned that under the 20th of May, planted to FERGUSON'S MEBANE TRIUMPH cotton the 10th of June and made one and a half bales of cotton. This year I have sowed it to FERGUSON YELLOW DENT corn and peas. Best corn in eight years. Next year I want to make 100 bushels of FERGUSON No. 71 OATS."—M. H. Nichols, Montague County, Texas.

Make the Calculations Yourself

Therefore, if a bushel of corn plants 8 acres, then the gain from one bushel of freshly bred-up seed is worth 8 times $4\frac{1}{8}$ bushels, or an extra gain of $33\frac{3}{8}$ bushels from one bushel of freshly bred-up seed.

A similar result occurred the year previous when Ham Fleming, mayor of Victoria, won the Ferguson Good Seed Trophy on FERGUSON YELLOW DENT corn.

Yes, there is nothing that pays so well as freshly bred-up seeds of established good yielding varieties. But to be reasonably sure of the results in your crops, you must be just as reasonably sure of the source of the seed.

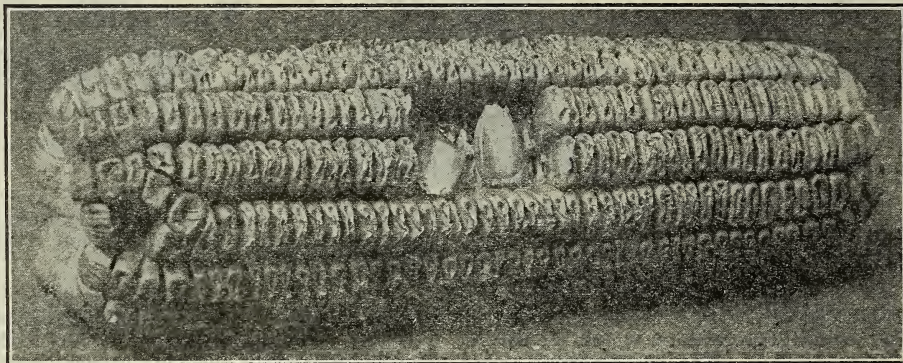
Germination Tests

are very important for Northern corn, but Southern corn free from weevils will usually give very high germination records. However, we test our corn. We do not guess. The record rarely falls below 95% to 98%. And yet we do not guarantee a stand in the fields. We have no control over temperature, rainfall or tillage. See what we say about testing the germination in our Stringless Guarantee on page 1.



Weighing up the yields from the progenies in a SURCROPPER corn breeding block on the Ferguson Seed Farms. This is one method of adding quantity to quality in breeding-up seed corn to make good yields, and to eliminate the uncertainties of opinion in the work of making good seeds into better ones.

Ferguson Yellow Dent



The Ears of Ferguson Yellow Dent are 7 to 10 inches long, with large, broad, deep, golden-yellow grains.

Of the thirty or more varieties of yellow corn grown in the Southwest, FERGUSON YELLOW DENT is undoubtedly the best and the most popular with progressive corn growers. This

statement need not be accepted on our "say so." Judge it by its record. Name another variety if you can, that will reasonably compare with it.

HERE ARE THE FACTS THAT CONVINCE

The Texas Field Crops Association recognizes and recommends FERGUSON YELLOW DENT for general planting. This recommendation is based on nine years' field tests where this variety has been grown, in competition with all other varieties. These tests have been made at Greenville, Waco, Sherman, Temple, College Station, Austin, New Braunfels, San Antonio, Kerrville, Victoria and other points.

The Arkansas Crop Improvement Association has similarly recognized this variety. Their recommendation is based on the numerous variety-tests made by the Arkansas Agricultural Experiment Station, covering many years and in all parts of the state.

It has won position in the variety tests in Northern and Central Louisiana several years in succession. No authoritative tests have been reported for Oklahoma, but the breeding blocks in which we have developed this variety have been grown in North Texas and Southern Oklahoma. The seed we send you, will be abundant evidence that it does as well in Oklahoma as it does elsewhere.

The Corn Growers Utility Cup for 1914, awarded for "Best Yielding Seed Corn" was given to us over 65 other contestants. This magnificent trophy was awarded in practical field tests, conducted by the Texas Field Crops Association, in co-operation with the U. S. Department of Agriculture and the Texas Experiment Stations at San Antonio, Temple, Troup and Greenville.

It has probably won more Corn Show Prizes than all other Southwestern yellow varieties combined. The records of premiums won at State, District and County Corn Shows are too numerous to mention. It has been the Grand Champion Sweepstake corn in the Texas Field Crops Shows several times.

MATURITY AND ADAPTABILITY.

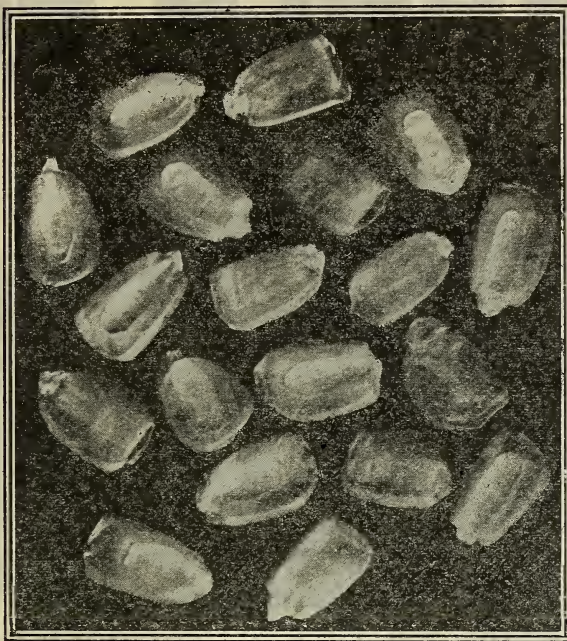
It is a medium early variety, usually maturing from 120 to 130 days from planting. The ears are blocky and well shaped, usually 7 to 10 inches long and about the same in circumference. We are breeding to a standard of 14 to 16 rows of broad, deep, shiny, golden yellow grains. They always please. The ears usually shell out 84 to 88% grain. The legal standard calls for only 80% grain.

It has proven its adaptability to a wide range of climates, soils and seasons. It is a high yielder on uplands and produces magnificent results on bottom lands. It produces abundant yields of fine, heavy corn in Northern Oklahoma, Eastern Arkansas and Mississippi, and is a sure, safe corn throughout the corn belt in Texas.

With a long list of first and sweepstakes prizes from the Corn Shows, and such consistent records for highest field yields, there is abundant justification for the assertion, "It is the Best Yellow Corn for the Southwest." Nothing equals it for producing quality, bushels or dollars.

Ferguson Yellow Dent A Prize Winner

"Won first prize in 1913 at the Parker County Fair on my FERGUSON YELLOW DENT corn, seed purchased of you. My daughter won second prize (\$10.00) at the Dallas Fair this year, 1914, and a free trip to the Fair. Sold 15 bushels for seed last spring at \$2.00 per bushel. I think it is the corn for this country. I may try some of your SURCROPPER next year."—L. E. Neal, Parker county, Texas.



These Grains of Ferguson Yellow Dent Are
Actual Size—Large Grains—Large Germs.

Made 20 Bushels
More Than Com-
mon Corn

"FERGUSON YELLOW DENT corn purchased from you this spring made about 30 bushels per acre where the corn I have been planting for years made about 5 to 10 bushels to the acre.

I think your LONE STAR cotton is fine. Will plant my entire crop to it next year. It is all and more than you recommend it to be. I want some more cotton seed and corn in the spring."—W. M. Ashley, Lamar county, Texas.

Prices

Hand selected, shelled, sacked.
Per peck..... \$1.00
1 to 5 bu., per bu..... 3.50
6 to 12 bu., per bu..... 3.25
14 to 25 bu., per bu..... 3.00

Extra Select Ears on Cob. Not
show ears, nor ears of extra size
or finish, but extra good seed,
\$5.00 per bushel.

Extra Special Pedigreed Seed.
From special seed blocks, shelled
\$5.00 per bushel. Only a little to
spare.

Profit By the Experience of Others.—Our ambition is not to sell the most but only the best varieties for the Southwest. We do not promise perfect samples, but we can satisfy any reasonable man. In proof of our ability to produce farm seeds that will "make more to the acre," we refer you to the extracts from letters of our customers.

Better Than Ordinary Success.—FERGUSON YELLOW DENT corn made 51½ bushels to the acre on five foot rows. Mebane Triumph cotton made 4 bales on 4 acres.—D. N. Davis, Franklin county, Texas.

Short, But to the Point.—FERGUSON YELLOW DENT corn is fine. It is a heavy yielder and stands drouth well.—T. P. Palmer, Upshur county, Texas.

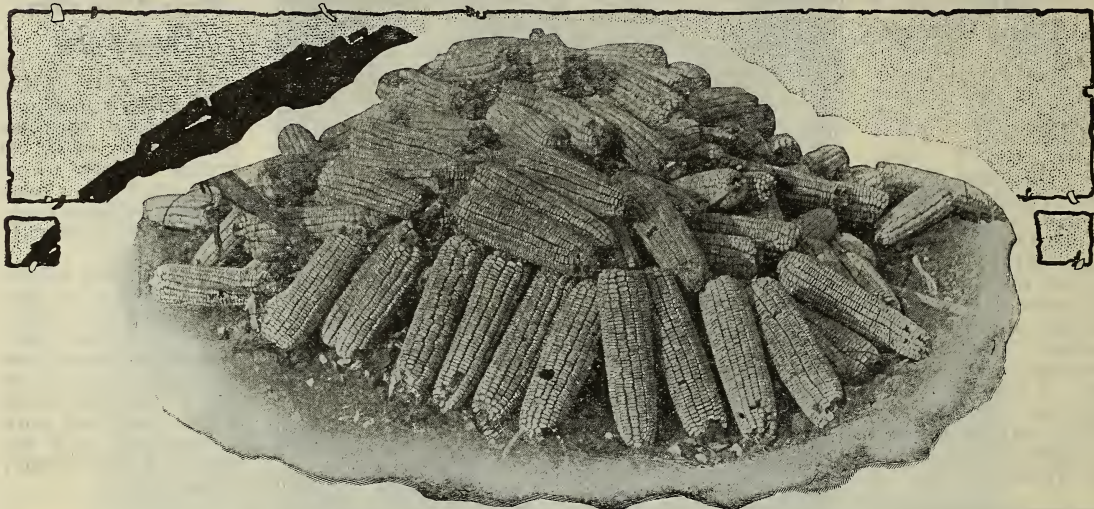


Chisholm Corn Breeding Block. The difference in yields of the different strains is measured by scales. Seed is saved only from the heavier producers.

THE ABOVE RESULTS

would be practically the same if the crop were cotton, oats or wheat. Be honest, frank and intelligent with yourself. Are you using freshly improved seeds for your own crops? Figure your losses if you are not.

CHISHOLM CORN



"Field Selected Ears from De-tasseled Stalks in a CHISHOLM Corn Breeding Block"

Experiment Station Tests Show This to be the Best Medium Early Corn for the Southwest

CHISHOLM is one of the two varieties of White Corn, recognized as a "Standard, High-Yielding Variety" by the Field Crops Association in Texas. It is also classed in the same way by similar associations in Oklahoma and Arkansas.

REMEMBER: We sell no seeds that we cannot honestly, and in good faith, recommend for the best interests of our customers. We recommend CHISHOLM as a safe, white corn for general purposes, the best there is in its class.

HISTORY OF CHISHOLM CORN. This popular native white variety of corn was developed as well as named and introduced by A. M. Ferguson. He has bred it up to a high degree of excellence since it was first introduced. It belongs to a type of red-cob white corn that is widely distributed.

The present high-bred, high-yielding strain which he named "CHISHOLM" has proven to be a much better yielder than the original type or any of the similar looking white-grain, red-cob varieties often fraudulently sold for Chisholm. This statement may be verified by reference to the results of variety tests made by the State Experiment Stations and the U. S. Department of Agriculture in the Southwest. There are Texas firms that still continue to import St. Charles White corn from Northern Missouri and sell it to Southwestern farmers as native grown Chisholm. Our "Certified Seeds" protect you from fraud.

RECORD FOR HIGH YIELDS. It is needless to stop and detail the records of superior yields made by this attractive variety of white corn. The fact that it has been officially recognized as a Standard variety in three states is sufficient. It is as widely and popularly known as FERGUSON YELLOW DENT and is an equally good yielder. It is probably a few days earlier, stands drouth as well or possibly better.

As a milling corn it has no equal. CHISHOLM is a very attractive, strictly native-bred variety. It is attractive because of its large, sound, creamy-white, oily grains, that completely cover a bright-red cob. The ears are large sized in favorable seasons, but if by chance the season makes them small, even the nubbins will show attractive, well-matured grains, with a large germ. The ears are stocky, not slender, and usually covered over at the tips by heavy, coarse shucks that give an excellent protection against weevils.

It is a medium early corn, maturing in 115 to 125 days. The ears are usually 7 to 9 inches long and about the same in circumference. They usually have 14 rows of grains, ranging from 12 to 16 rows, with 45 to 55 grains to the row. See how big the grains are in illustration on the opposite page. They show actual size.

We have good seeds, carefully prepared, giving good germination tests. They "Look Good," they ARE good, and they will give GOOD RESULTS at harvest time.

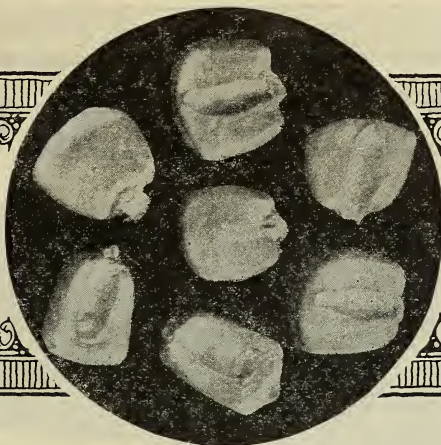
**SEED
BREEDERS**

**Ferguson Seed Farms.
SHEPHERD, TEXAS.**

**SEED
GROWERS**

PRICES.

Shelled, per peck . . . \$1.00
1 to 5 bu., per bu. . . \$3.50
6 to 12 bu., per bu. . \$3.25
14 to 25 bu., per bu. \$3.00



CORN ON COB.

Extra selected ears; not show ears, nor ears of extra size or finish, but extra good seed, per bu. \$5.00
From special breeding blocks, shelled, per bu. None to spare this year. \$5.00

**We Need a Seed Law for
Farmers' Protection.**

Attention has previously been called to the fraudulent actions of a neighboring seed firm in Grayson county that sold thousands of bushels of St. Charles White Corn, grown in Missouri, for native Texas grown Chisholm Corn. The yield was only about one-half that of the real Chisholm. See the results reported by the San Antonio Experiment Farm. The farmers who planted this corn, fraudulently sold for CHISHOLM, were robbed out of half a corn crop.

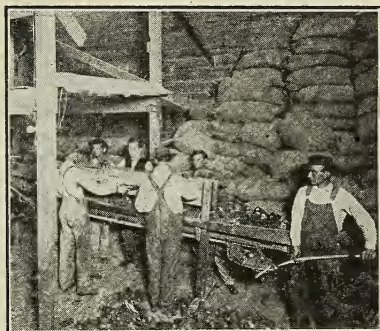
We mention the above fact to caution intending purchasers to be careful to get seed corn that corresponds with the label. And to call attention to the fact that neither Texas, Oklahoma, nor Arkansas has a law that will put those who perpetrate such frauds in the penitentiary where they belong.

Write to your Representative in the Legislature about a law requiring seeds to be correctly labeled. A law that requires that seeds be correctly labeled is asking for no more than is fair. To have the variety name on the label to correspond to the variety of seeds in the bag is not a business hardship. Such a law will damage no one except the unreliable seedsmen.

It will be a better day when such seedsmen are not allowed to continue a practice that inflicts such great damage on farmers.

The mills label their feeds as required by law. There is a law against misbranding and adulterating foods, drugs, etc. Why not seeds.

From the Arkansas Experiment Station.—"It is our opinion that the SURCROPPER corn, and CHISHOLM in particular, are suited to conditions of medium light fertility in the coastal plain region of South Arkansas; likewise these varieties are suitable throughout the higher elevations in West Central Arkansas. The FERGUSON YELLOW DENT corn seems to require soil of somewhat better fertility, but does well under such conditions, especially in the sections named."—Prof. L. W. Osborne, Formerly Professor of Agromony, Arkansas Experiment Station.



"Nubbing hand selected seed ears by machinery. Every ear saved for seed is carefully hand-picked and tipped before being shelled. From the soft spring shellers the corn is carried over two specially designed seed corn graders that eliminate the small and irregular shaped grains. Machine planters give best results when the seeds have been machine graded."

Here Is What They Say About the Pudding.

Has Been a Customer for 9 Years.—"Enclosed please find my check for \$10.50 in payment for the seed corn ordered from you. I have been raising your CHISHOLM corn since 1897, and can indorse all you say for it in your catalog."—Olney Davis, Collin county, Texas.

Best Corn "For My Land."—"CHISHOLM corn is the best I ever saw for my land. Sandy Loam. This corn was cultivated twice, too much rain and too dry when it needed rain. Got 104 bushels of corn off of 4 acres."—Frank Mahon, Victoria county, Texas.

Has Been Growing Chisholm for 4 Years.—"I have been raising your CHISHOLM corn for four years and am well pleased with it. I took first premium at Milford last fall."—Jno. Wohlwend, Ellis county, Texas.

Another Boost With a Dollar Mark—(\$).—"I am well pleased with the results of my CHISHOLM corn crop. It made about 40 bushels to the acre while the other corn on the farm made only 20 to 30 bushels."—Oran W. Cliett, Hayes county, Texas.

Has Continued Growing Chisholm Corn.—"I planted 25 acres with your CHISHOLM corn late in April and made an average of nearly 41 bushels to the

acre, slip shucked corn, 75 pounds to the bushel, which because of the season is the poorest yield I have ever made, but still about 10 bushels ahead of what any other corn in the neighborhood did."—Gates Thomas, Fayette county, Texas.

A Regular Old Time Customer.—"I have been planting your seeds since 1908 and have always got good results."—Van Wisdom, Hamilton county, Texas.

The Whole Family Use Ferguson's Seeds.—"My father planted your Chisholm corn with good results. My brother plants FERGUSON YELLOW DENT CORN exclusively and thinks it is the very best going, and he has made corn when others failed.

"I planted the FERGUSON ROUNDNOSE COTTON and found it to be a very heavy yielder. I planted your IMPROVED OATS in 1912 and found them to be very good oats. Enclosed find check for 14 bushels of FERGUSON No. 71 OAT."—H. D. Clark, Delta county, Texas

SURCROPPER CORN



For All Seasons

Early Maturing Like Northern Corn—Resists Drouth Like June Corn—A Sure-Cropper Corn for Early Spring Planting or Late Summer Planting

Thousands of farmers in five Southwestern states have come to believe in us, our methods and our varieties, because SURCROPPER corn has filled their cribs when other varieties failed them. In the Corn Shows it rarely gets a ribbon, because the ears do not match up to the score-card requirements; but no mistake! It is a proven high yielding variety.

HIGH YIELDS. In the Experiment Station Tests no other variety has made so many records for "Best Yields." Six years in succession it has been the highest yielding variety at the Denton Experiment Station. It has several times been "First" in the variety tests at San Antonio, Temple, College Station, Nacogdoches and Sherman, usually securing these honors in lean or dry years. Even in seasons favorable to the longer growing types, it often comes in near the top of the list. Many farmers have written to us that SURCROPPER corn had filled their cribs when other varieties failed. If you want to be sure of a reasonable crop in dry seasons and a bumper crop in favorable seasons, do not fail to plant at least a third or a half of your crop in SURCROPPER.

HISTORY. SURCROPPER (An abbreviation of "Sure-Cropper" and pronounced *Sur-Cropper*) is a distinct type of field corn which has been developed, improved, named and introduced by A. M. Ferguson. In its original mongrel form it attracted his attention in 1901, a very hard corn season. The spring season was so dry that many fields of corn utterly failed. SURCROPPER did not. It made some corn when other varieties in the neighborhood fell down before the hot winds. This original stock was a very coarse, mixed or mongrel type of corn. Through many years of rigid selecting for good ear characters and breeding-up by ear-to-row testing, it produces very attractive ears, with large, white, wide grains of medium depth.

ADAPTATION AND RECOGNITION.

SURCROPPER and CHISHOLM are the only two varieties of white corn recommended for general planting by the Texas Field Crops Association. No other white varieties have made the same consistent high average yields in the nine years testing conducted by this Association in co-operation with the U. S. Department of Agriculture and the Texas Experiment Stations.

SURCROPPER usually requires from 105 to 120 days from planting to maturity, measured from planting to the browning of the shucks. It is two weeks earlier than ordinary native corn. It is early like Northern corn, but has a great advantage in its drouth-resisting qualities. It usually yields more than twice as much as Northern varieties.

When first introduced it was recommended merely as an early corn for spring planting or as a quick maturing corn for summer planting on stubble lands. However, its many good qualities made it popular far beyond expectations. It is not only especially well suited to all up-lands in Texas and Oklahoma, but has proven to be a good yielder in Central and Northern Louisiana and on up into Arkansas. On the lighter, sandy corn lands in Eastern Texas and Central Oklahoma, it is proving very satisfactory.

Its general use is being widely extended. There are thousands of farmers in Western Texas, in the Texas Panhandle and on up into New Mexico, who advise that its early maturing and drouth-resisting qualities make it their best yielder. It long ago established a record for high yields throughout Southwest Texas. Several times it has made the highest yields of the many varieties included in the tests at the San Antonio Experiment Farm.

A Problem in Percentages:

If our pedigreed seed corn increases your seed cost twenty cents an acre and increases your yields 20 bushels, what per cent do you make on your money?

PRICES

Per peck.....	\$1.00
1 to 5 bu., per bu.....	\$3.50
6 to 12 bu., per bu.....	\$3.25
14 to 25 bu., per bu.....	\$3.00

PEDIGREED SEED.

CORN ON COB.

From special breeding blocks; shelled, at \$5 per bu. Only a little to spare.

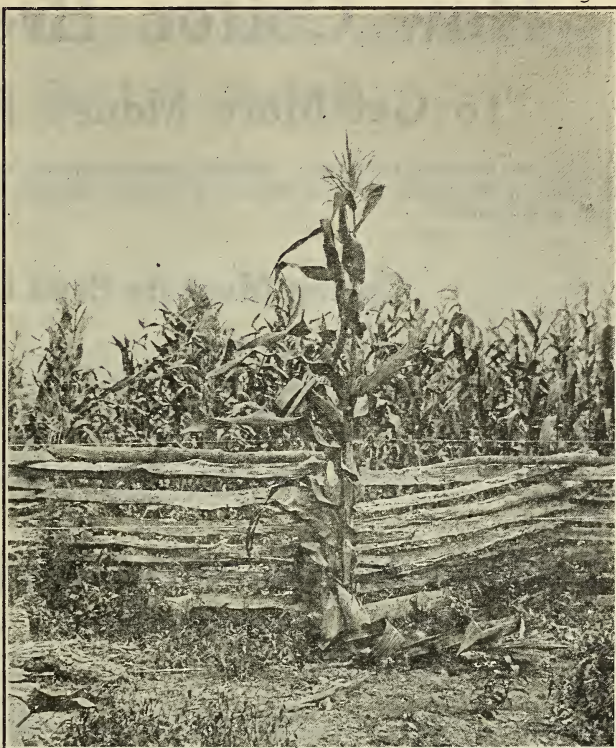
Extra selected ears, not show ears, nor ears of extra size and finish, but extra good seed, per bu., \$5.00.

Surcopper Corn in Oklahoma. "I am delighted with the SURCROPPER seed corn I got from you last year. It is the only corn that will make on upland in a dry season that I know of, and I have experimented with corn here for several years. I planted April 15th and July 4th we had roasting ears, and July 15th corn was made. (3 months.) We had no rain from May 29th for sixty days. I am going to plant 100 acres of it next season. All of my farmer acquaintances who examined my corn will buy seed of me."

Thos. B. Biggers, Oklahoma.

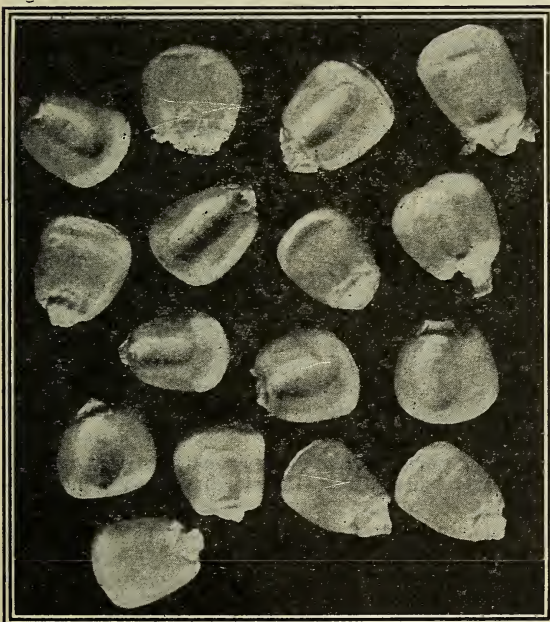
Hogs Down Surcopper Corn. "Referring to your SURCROPPER CORN, I find it very quick in maturing. Some did very well planted July 17th. I think this corn may fill an important place in our agriculture—planted with soy beans after removal of oat crop, or other early crop to hog down or make a silage, making a balanced feed."

—R. K. Boney, Madison Parish, Louisiana.



Two "Good Things"—An old rail fence and a bred-up strain of an old native corn.

8 to 12 Bushels Better Than Four Other Varieties.—"The SURCROPPER that you shipped Claude Hester, Round Rock, Texas, made the best corn of four varieties this year by 8 to 12 bushels."—Walter E. Davis, Travis county, Texas.



The Size of Surcopper grains vary with the seasons, but they are always good, vigorous grains

\$20.00 a Bushel for Seed Corn From His Own Crib

"I had intended to write to you for some time, but have been so busy gathering our crop. I have just finished gathering our corn and I am very well pleased with the SURCROPPER. We had some of our native corn in the same field and we could have paid \$20.00 per bushel for some more of the SURCROPPER and made money. We like the cotton seed you sent us too."—E. F. Brown, Tarrant County, Texas.

NOTE—If corn is worth only 50 cents a bushel and a bushel plants only eight acres, an increase in yield of only 5 bushels would mean a gain of 40 bushels, or \$20.00. Note that many customers report a gain of 15 to 20 bushels per acre from our bred-up seeds.

Farmers Prefer Surcopper After Seeing It Grow In Test With Many Others. "As a result of the corn variety test at this station last season, several of our farmers are planting your SURCROPPER CORN and are pleased with it."—Guy T. McNess, Supt. Sub. Station, Nacogdoches County, Texas.

How Cotton Breeding Helps To Get More Money From Your Crops

We are breeding-up cotton. We are also growing cotton under average conditions and we are breeding up a few of the better varieties of cotton to make them better yielders under average "rough and tumble" farm conditions.

Cotton Must Be Bred Up Continuously

Every farmer knows that cotton seed "run out" by natural variation and by getting mixed at the gins. It is plain to any one that if a variety of cotton is *good*, that some one must be continually selecting the seed to *keep the variety from running out*. It is likewise obvious that if the variety is bred-up or improved that some one must *continue selecting seeds* for a number of years with even greater care. And further, it is obviously true that if these improved or better strains of these good varieties *remain better*, that the work must be continued.

We are doing this work every season. We can describe only a few of the many things we do to make the *wealth producing characters* of these standard varieties better from season to season.

How We Keep Up With Cotton Varieties

As an example we had 46 varieties and strains of varieties growing in a variety test block on our farm this year. We had three such tests in reality, because we wanted to *check-up the accuracy of our tests and observations*. By continuing this work every year, as we do, we always know what progress we are making in our seed breeding, and what progress others are making, for we get seeds from other seed breeders to test in comparison with our own strains.

THE AVERAGE FARMER thinks in terms of "varieties and breeds" which he believes to be good, or otherwise. Variety names often mean very little. Of two Jersey cows, both well bred, one may give two gallons of milk with 4% butter fat, while the other may give four gallons of milk with 5% butter fat. So with plants.



"Proving that our Cotton is 99% Storm Proof."

A cotton breeding block left unpicked until the storm proof quality of different selections could be tested out by the weather during August, September, October, November and into December. Actual count on December 9th showed less than one-half of one per cent locks on the ground."

On page 3 we noted cases of well bred Mebane Triumph differing in yielding power from 40 to 263 pounds of seed cotton per acre. Also on page 9 reference was made to show the difference in yields resulting from just two seasons, breeding, amounting to 4.2 bushels of corn per acre.

EVERY PURCHASER OF FIELD SEEDS will be more likely to get the kind of seeds he believes he should have if he will insist on knowing where and by whom grown and prepared as well as *where, when and how* they have been bred-up.

PRACTICAL FARMERS who start out to secure "Better seeds" will do well to remember that there are four classes of people who have seeds for sale:

1. **Plant Breeders.**—Men who make a business of growing seeds from first choice, superior yielding individuals from year to year, and who grow their commercial seeds from freshly improved stock-seeds each year.

2. **Seed Growers.**—Persons who do not propagate their own stock-seeds but secure seeds and propagate for seed purposes. To merit the title "seed grower", one should at least practice some sort of "culling", "rogueing", "growing a seed patch," or other means by which a large per cent of the obviously undesirable seeds may, at least, be excluded from the stock seeds used in growing the commercial seeds.

3. **Farmers** who grow crops from year to year but exercise no more than ordinary care in maintaining the quality of their seeds.

4. **Seed Dealers.**—Persons or firms who buy and sell seeds of all classes and grades, and from various sources. They are usually without first hand information about the quality of the seed, except such as may be determined by the appearance of the seeds themselves. Their supplies are usually purchased from farmers or seed-growers.

Merely Keeping Good Faith in Selling Seeds is Not Enough

BECAUSE A DEALER MERELY KEEPS GOOD FAITH in *selling* field seeds, is not going to remove the chance that the seeds you receive are not what you ordered. If we bought our seeds from any and everyone, even though cost was not a consideration, and even though we be honest in our efforts to get a dependable grade of seeds, we would still be dependent "on the other fellow" and so would you. BUT we are *not* mere seed dealers.

WE HAVE INVESTIGATED YOUR SEED PROBLEMS more than you have yourself. When it is a matter of seed of varieties, selected, improved, grown and prepared under our own arrangement, we are giving you the benefit of the most thorough-going, first hand study and investigation on your

field seed problems that has ever been made in the Southwest. This claim is not made boastfully. It is simply a question of how thoroughly we have been studying your seed problems.

When it is recalled that for ten years we have been testing, by practical field test, many samples of varieties of cotton seed, including practically all the varieties used by Southwestern farmers, it means we have been spending time and money to find out what are the best varieties for our customers. Information from other sources has been used to the same end.

From the standpoint of our own crops and the reputation of our seed business it is to our personal interest to have the best seed.

Here's What the Careful Seed Breeder Does to Make Seeds Better

DEALERS AND GROWERS DO NOT DO THESE THINGS.

(1). **We Practice Rigid Stalk Selection**, saving seed every year from well-formed stalks. Many farmers do not understand that we may judge the probable fruitfulness of a stalk of cotton by its shape, just as accurately as horsemen judge the usefulness of their animals by their shape. *Only seed breeders do this.*

(2). **We select for early, rapid, continuous fruiting.** These characters have much to do with the usefulness of a strain or variety of cotton. Only seed breeders having breeding blocks select stalks that commence fruiting early, put on fruit rapidly and continuously throughout the season. *Only cotton breeding experts can do this.*

(3) **Boll Selection.**—These well-shaped stalks must have well-shaped, large, easily picked bolls. All seed saved for our breeding blocks must have these good qualities. No one but seed breeders do this work year in and year out.

(4) **Storm-proof Quality is Tested Out Every Year** in all our selections. We do not merely *judge* storm resistance by "looking" at the bolls. We *test* it by leaving our choicest and most expensive seed crops in the fields without picking until November and December. If the bolls stay in the fields and do not "string-out" we know that the selections are storm-proof; that 99 per cent of the cotton will regularly be *picked out of the bolls and not off of the ground.* This means a saving in ease of picking, and money in the "grade" of the lint. This is another valuable character that cotton breeders render to their customers. *So far as we know, or have heard, we are the only cotton breeders in the world that have been following scientific methods in developing increased storm resistance in cotton.* Many persons who visited our breeding blocks in November and early December were surprised to find breeding blocks unpicked, showing better than 99 per cent storm-proof fields.

(5) **We Develop Good Fibre** in our cotton. Another valuable service that cotton seed breeders render. No one but specially trained cotton fibre experts can intelligently select for good fibre. The fibre of some of our improved varieties sells for one-half to four cents per pound more than common cotton and as much as six cents a pound more than Half and Half cotton.



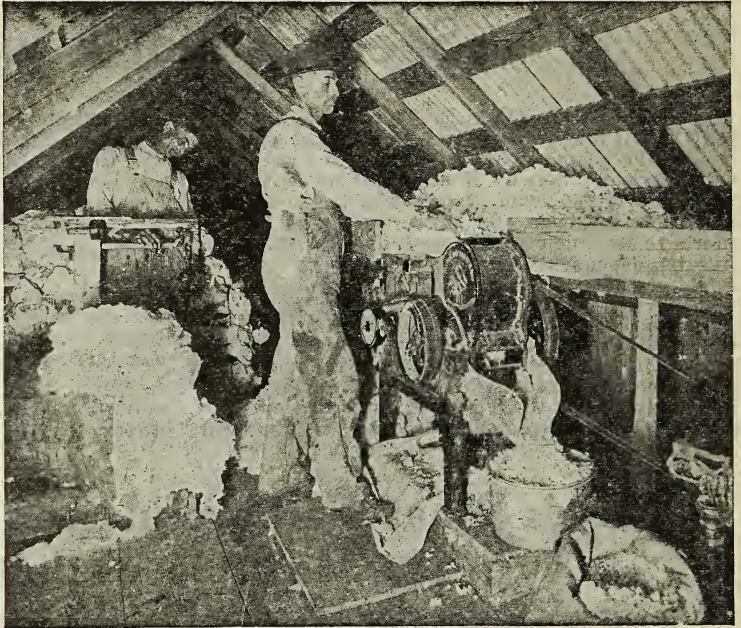
"Daddy! Who Has the Best Stalk?"

WHAT WE DO TO MAKE COTTON SEED BETTER—Continued.

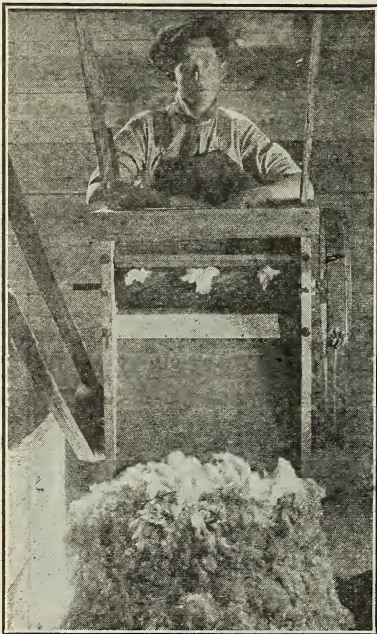
Cotton is a spinnable fibre. This is the quality that makes it current in the world's markets, and the Ferguson Seed Farms does not propose to lose sight of this important fact in seeking to develop the wealth-producing quality of this great Southern resource.

BETTER PER CENT OF LINT

(6) The Ferguson Seed Farms is a pioneer in applying exact, scientific methods in developing high per cent lint in cotton. We have not lost sight of the fact that per cent of lint and length of staple (within reasonable limits) are second in importance to gross yield of lint cotton per acre. In carrying forward this important work we make use of all the necessary instruments and precision machines to eliminate guess, chance or hasty opinions. Mere seed growers, farmers and merchant seedsmen do not perform these valuable services in breeding-up cotton.



"Ten-Saw Laboratory Gin used to gin small quantities of valuable new strains of cotton. It allows accurate determinations of per cent lint and at the same time keeps these new strains of stock seeds unmixed."



"Roller Gin. Has no saws. Used in ginning seed cotton from single stalk selections. This gin used with the balances, shown in illustration on page 21, allows us to make accurate determinations of the per cent of lint in the seed cotton of each individual plant."

Developing Larger Field Yields

(7) **Large Field Yields** is the most obviously valuable quality of a good variety or an improved strain of a good variety. Seed growers, farmers or merchant seedsmen do not produce several hundred pure-bred pedigreed selections every year, much less do they make detailed scientific studies of the

- | | |
|---|----------------------------|
| (1) Stalk characters, | and count the stalks and |
| (2) The earliness and rapidity of fruiting habits, | weigh the crops, |
| (3) The boll characters, | (7) Or to compare yielding |
| (4) Storm-proof quality, | quality in a hundred or |
| (5) The quality of the fibre, | more selections. Only |
| (6) The per cent of lint, much less to measure the ground | seed breeders, properly |
| | trained, can render this |
| | kind of service. |

COME TO SHERMAN AND WE CAN SHOW YOU WITH WHAT THOROUGH-GOING THOROUGHNESS EACH AND EVERY PHASE OF THIS WORK IS CARRIED ON.

You Would Hurry to Put Your Money in a Strong Bank if They Gave Security and Promised to Double Your Money in a Single Year. Increased Yields Will Multiply Every Dollar That You Spend for Our Seeds Ten to Twenty Times Over.

A Good Turn Out In Spite of Boll Worms. "I ginned 1480 pounds of LONE STAR cotton from seed purchased of you this spring. Bale weighed 566 pounds and was damaged by the boll worms. (38.2% lint.) D. W. Murphree, Hardeman County, Texas.

HOW LONG and WHERE Has Ferguson Been Breeding Field Seeds? What Preparation Has He for This Work?

He was raised in Bell County, in the Country, on a farm, and worked on the farm. He graduated from the Texas A. & M. College in 1894; spent two years in post graduate work in Agriculture, and specialized in plant breeding; spent a season with the late T. V. Munson, noted the world over as a practical plant breeder; studied the science and practice of plant breeding and botany at the Missouri Botanical Gardens, Cornell University, University of Missouri, etc.; taught plant breeding at A. & M. College of Texas and University of Texas; has been actively engaged in breeding-up corn, cotton, oats, wheat, etc., since 1903; first commercial work done at Austin in 1903, and continued at Sherman since 1906; 22 years of study, 13 years making a business of breeding-up field seeds.

Lone Star Sold for More Money.—"In regard to your cotton seed: I planted LONE STAR last year. I was well pleased with turn out and in fact I received a higher price from buyers which adds one more to my many reasons for being highly in favor of your improved seeds. Count on me as one of your customers another year."—J. A. Gaines, Grayson county, Texas.

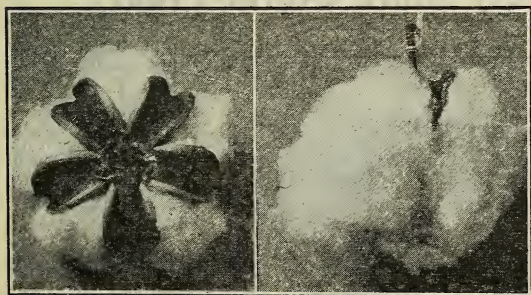
A Bale an Acre from LONE STAR COTTON in Oklahoma.—"Was pleased with the yield and percentage of lint made by my Lone Star Cotton. Made a bale to the acre and 38 per cent lint. I am planting 90 acres this year. Received your seed annual, for which accept thanks."—C. C. Hightower, Jackson county, Oklahoma.

Mr. C. W. Goodman, Lecturer on Field Crops, Texas Department of Agriculture, wrote us after inspecting our breeding block of BOYKIN COTTON about December 1, 1916, as follows:

"Owing to the lack of words in my vocabulary, I was unable to express my opinion the other day before I left of the field of cotton on your farm. That field of short-jointed, low-bearing stalks, standing erect, with an average of 25 bolls to the stalk, none of it pulling out or laying on the ground, was, to say the least, a surprise to me.

You have the most storm-resistant cotton that I have seen anywhere, and I trust the farmers of Texas will appreciate that feature of it, as well as its high yielding qualities."

Arkansas Gist Good Results Too.—"The FERGUSON ROUNDNOSE cotton seed ordered from you last spring have made good, both in drouth and storm. The pickers say it is the best cotton on the place and it has stood the hard wind well—extra well."—C. P. Hudson, Dardanelle, Arkansas.



"Two views, showing good boll characters. The back of the burr is broad and protects the seed cotton. The lint has good drag, which keeps it from becoming 'stringed' so that the wind does not get a chance to 'whip it out.'" Boll at top of page 20 shows a similar boll pulled out by hand to make it 'look big' and 'catch the eye,' but we would never save seed from a stalk having stringed locks. They are not storm proof."

MEBANE TRIUMPH

HALF-AND-HALF

LONE STAR

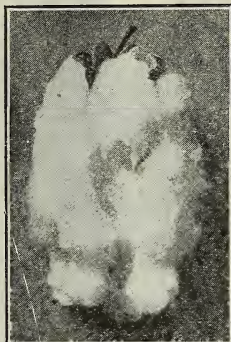
"The length of fibre in cotton is important. The above cut shows the staple of MEBANE TRIUMPH, usually ranging from 1 inch to 1 1-8 inch long; Half and Half from 1-2 inch to 3-4 inch, and LONE STAR from 1 1-16 inch to 1 3-16 inch long. The staple varies with the seasons and soils. The samples photographed above grew in the same field under the same conditions in our variety test field.

What Does It Cost to Plant Cotton?

Many farmers hesitate to plant freshly improved seed because they overestimate the expense. A bushel of cotton seed will plant 2 to 4 acres. This makes the total cost for "Ferguson Seed" about 50c to \$1.00 an acre. Deducting the value of "just cotton seed" (25c to 50c an acre) we see that the extra cost for the better seed will be only 25c to 50c an acre. Two to four extra pounds of cotton pays the bill. Why hesitate when an advantage of \$5.00 to \$25.00 an acre is practically certain? Observe this rule: don't hesitate to plant freshly improved seeds. Just be sure that the seed you do plant are really well bred, recently improved seed of good varieties.

Mebane

*A Standard Variety
For More Than
Fifteen
Years*



Triumph

*Bred-Up For Bigger
Yields, Bigger Bolls
and Better Storm-
Proof Qualities*

Absolute Proof of the Superiority of Our Strain of Mebane Triumph

There is as much difference in wealth production of different strains of Mebane Triumph cotton as there is between different strains of Jersey Cattle. This was proved at the San Antonio, U. S. Experiment Farm in 1912, where tests showed a difference of 256 pounds of seed cotton per acre, and per cent of lint varying from 38.2% down to 35.4%. The test included only well-bred strains. Seed of our varieties not only showed the highest yield (the next highest being an even 100 pounds lower), but our seed of Mebane Triumph out-yielded all others in the test, including seed from the originator, which was excelled by 40 pounds to the acre.

Again in 1914, two seasons later, the North Louisiana Experiment Station made a similar test. Here our strain of MEBANE TRIUMPH cotton seed yielded 263 pounds more per acre than that of the originator. Isn't that proof sufficient that we

know how to breed up strains of Mebane Triumph cotton that really DO yield better? If you want GOOD MEBANE TRIUMPH cotton, does it not tell YOU where to get the BEST Mebane Triumph Cotton?

MEBANE TRIUMPH is a magnificent variety, having many advantages that make the crop unusually valuable.

It is a heavy yielder of seed cotton. The observations and *general experience* of farmers throughout the Southwest prove that it has heretofore been the best general purpose variety. It has been the most widely planted variety for 15 years. Scientific tests have proven that it is the hardiest and most drouth resisting, large balled variety in general use in the Southwest.

It is not only a better yielder of seed cotton than Rowden, or any other large balled variety, but it also turns out more lint cotton per hundred pounds of seed cotton.

Making This Famous Variety More Storm Proof

Along with breeding-up for better yields, we have developed unusual storm-proof qualities in our strain. We never harvest our breeding blocks until November or December and in our improved strain there are less than 1½% of the bolls with missing locks. Neither do they get "stranded-out" by the wind. This not only makes our cotton produce a better grade, but affords a great saving in the cost of picking.



"Difference in Storm-Proof Quality in two varieties. These photographs show the cotton in the middles on November 4 of two varieties of cotton. Both grew in the same field, not ten rows apart."

This extra storm-proof quality will make a difference often of from one-half to two cents a pound in the grade. If you plant our storm-proof strain of MEBANE TRIUMPH, you will not have to keep the children out of school to run over the fields four or five times, because the entire field can be thoroughly cleaned in one or two pickings without serious loss. You will get a bigger yield of higher grade cotton and get from \$5 to \$10 more per bale. That's what these big extra storm-proof bolls mean.

Better Staple

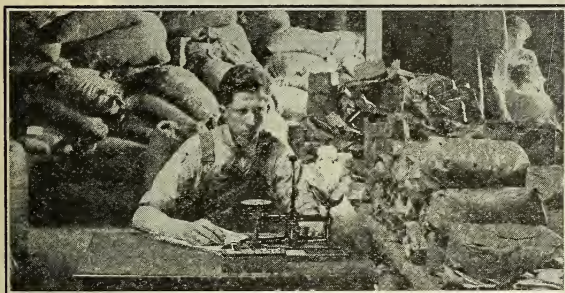
We have also given special attention to improving length, drag and body of the staple. We are "pulling the staple" on all of our selections of MEBANE TRIUMPH and trying to maintain the full commercial 1-1-8-inch staple.

Per Cent of Lint

Every farmer realizes that a gain of just one per cent in the turn-out of lint adds about 15 pounds of lint cotton to the bale; that 2% adds 30 pounds; 3% adds 45 pounds; 4% adds 60 pounds; 5% adds 75 pounds, etc. When cotton is 20c a pound this 5% gain adds \$15.00 to the value of the bale.

To add only one per cent to the turn-out of lint, to the cotton crop in Texas alone at present prices will bring about \$9,000,000.00 more to Texas farmers every year; 5% would add \$45,000,000.00.

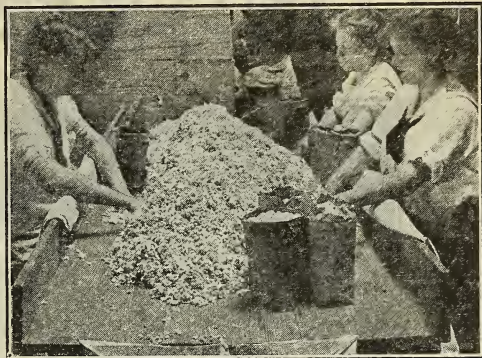
Do you know what we are doing to keep up this 5% advantage in lint? Here is a brief account of what we do every year. A thousand or more individual stalks are picked into separate paper bags.



"Working out the per cent of Lint in Individual Selections. All our cotton seed descend from carefully selected individual plants. These selections must prove up good linting quality before they are selected for further tests in breeding blocks. See illustration on page 18 of Roller Gin."

Each bag is graded, each lot weighed on delicate scales, the crop from each plant is ginned on a special roller gin (see cut), then the seed and lint are weighed separately, and from this we calculate the per cent of lint to a fraction. Only the seed from selections running 38% to 42% lint are saved for further propagation. The crop grown from these proven high-linting selections is ginned on our ten-saw laboratory gin. If it holds up to a good per cent of lint it is saved and planted in multiplying blocks. Three to four years of this work is necessary to produce extra high linting seed used to plant our increase fields.

Our MEBANE TRIUMPH cotton has made wonderful records in the Texas Panhandle where early, rapid fruiting and good storm-proof qualities are needed. It has also proved superior in South Texas and Louisiana.



"Hand Picking Cotton Seed. There is a small per cent of off-colored and off-type seed that come into pure line selections of high-bred strains. These are removed from our seed during the first three generations by finger picking."

If you plant MEBANE TRIUMPH cotton, you certainly will want to plant the best yielding strain of this variety that is to be had. It will pay you to get it regardless of price, for at the present high price of cotton, no thinking farmer can afford to plant poor seed.

How Our Seeds Are Prepared

As the cotton comes in from the fields the ginning and handling of the seeds is all done under our supervision. All our ginning has been done at one gin for nine years. There are no screw conveyors, but specially designed drags that take the seeds to our own special hoppers at the gin, thus avoiding the mixing which occurs where screw conveyors are used.

In changing from one variety to another the rolls are dropped and cleaned and likewise all spouts, conveyors, seed cleaners, etc. The seed are then hauled directly to our special cotton seed warehouses where they are run over seed cleaners (sometimes called "cullers") to remove any dirt, locks, burrs, etc.

The seed are sacked up from the bins just before shipping, and our seal and certificate placed on every bag, just before it leaves the warehouse. All seeds are shipped on our Stringless Guarantee. See inside cover page.

Prices Mebane Triumph

Subject to change. Regular stock, certified, re-cleaned seed, put up in 4-bushel bags, as follows:

One peck, 75c; 1 to 24 bu., \$2.00 per bu.; 28 to 52 bu., \$1.90 per bu.; 56 to 100 bu., \$1.80 per bu.; 104 bushels or up, \$1.75. Special prices on car lots.

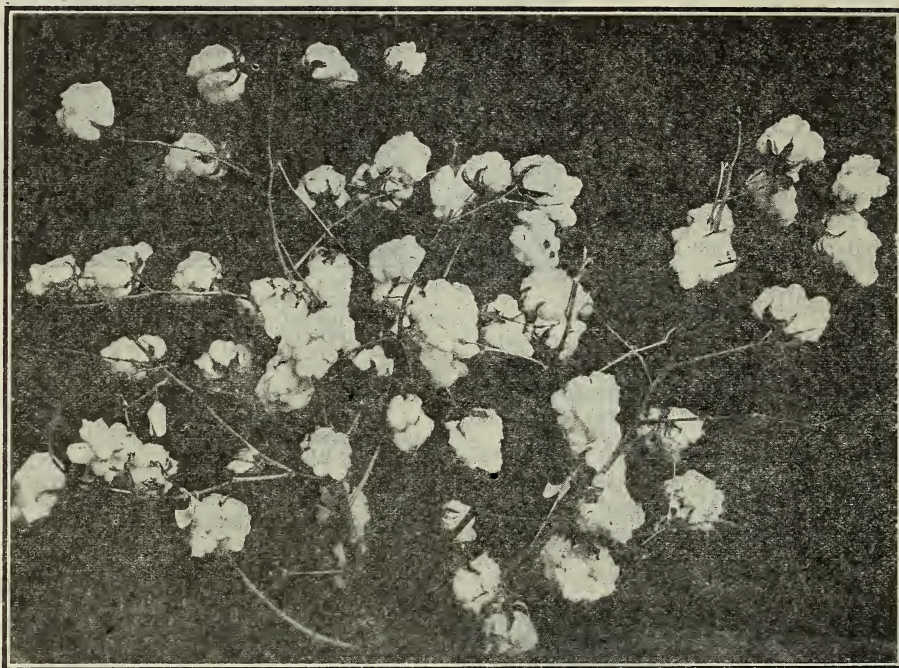
SPECIAL PEDIGREED SEEDS. We have a limited amount of Extra Special Seed of third and fourth generations from breeding block selections. These seed are positively the best to be had. As long as the surplus supply lasts, we quote straight at \$3.00 per bushel.

SEED
BREEDERS

Ferguson Seed Farms.
SHERMAN, TEXAS.

SEED
GROWERS

LONE STAR COTTON



"A Typical Stalk of Lone Star Cotton, removed from the field in November. Note the large size of even the late top bolls and the storm-proof quality of the low early bolls. The limbing shows early, rapid and continuous fruiting habits."

IT YIELDS MORE PER ACRE
Larger Bolls—Better Quality of Lint—More Storm Proof
—Sells for More Money Per Pound

"An Unsolicited Letter of Appreciation."

Cuero, Texas, September 18, 1916.

A. M. Ferguson, Sherman, Texas,

Dear Sir: "This spring I purchased from you quite a lot of seeds and I want to give you an unsolicited letter of appreciation. Both corn and cotton seed were all that you claimed for them, and, in spite of poor season, our yields were very gratifying.

The LONE STAR cotton was most satisfactory, the bales ginning from 36 to 42.6 per cent and a total yield of 25 per cent over the common 'gin run' seed planted last year."

- Yours very truly,

(Signed)

CHAS. A. REID.

Lone Star attracted attention at Experiment Station in West Texas.—"In reply to your letter of recent date relative to LONE STAR cotton seed, wish to thank you very kindly for the seed and for co-operating with us in the testing of varieties.

"I wish to take this opportunity to state that I was very forcibly impressed with the good showing made by your LONE STAR last year."

R. E. DICKSON, Superintendent.

Spur Experiment Station, Dickens County, Texas.

The observations of many farmers reported by an Oil Mill Manager.—"Your letter of the 25th received and contents noted. We received quite a few bushels of your 'LONE STAR' seed last season, selling them to the farmers, and have found that they are rapidly gaining favor, and are replacing 'Rowden' seed in this section, also. Especially have they been praised by those farmers who planted with your seed upon bottom lands, finding that they do not grow rank, and shade the plant as in other cottons. We feel that your seeds are worthy of much praise."

(Signed)

Yours very truly,
THE COMMERCE OIL MILL,
By O. P. MARSHALL, Mgr.

Lone Star Cotton Makes Friends Wherever It Is Grown

If we had no better evidence than hundreds of letters from old customers reporting results like Mr. Reid, it would prove that LONE STAR was a money-making variety of cotton.

Many of our old customers in sending in their orders for fresh stocks of LONE STAR cotton advise us that they have sold the seed out of their own crops to their neighbors who saw the cotton growing in their fields.

We have yet to meet a farmer who has given LONE STAR cotton a fair trial, who does not plan to grow more of it. They all speak favorably of this really wonderful cotton.

We have never yet been guilty of exploiting "new things." We pledged "good faith" in a sincere effort to "make a business of improving varieties already known to be among the best for general use."

We weigh the facts of scientific investigation and the record of general experience before we have recommended any variety. We are proud of a record of having never introduced a variety of

corn, cotton or oats that has not given general satisfaction. To be sure we have abandoned some of the varieties which we first introduced, but merely because we have produced or found something that was substantially better.

No mistake about LONE STAR COTTON. Seven years ago this variety came to us with the recommendation of the cotton specialist of the U. S. Department of Agriculture. It was explained to us that the Department would never have introduced this new variety had it not proven to be better than existing varieties. It was the same cotton breeding specialist who had directed the work that developed MEBANE TRIUMPH cotton. This variety was then, just as now, the variety that was most generally recognized as the "Best Variety."

We were profoundly impressed with the results of the first tests made seven years ago. Today we are thoroughly convinced, beyond any reasonable doubt that LONE STAR cotton is sure to become the leading variety of cotton.

Special Advantages of Lone Star

We grow MEBANE TRIUMPH and believe that we have offered the facts to prove that we have an exceptionally good yielding strain. In general LONE STAR is better, however, and has these specified advantages:

1. *Larger Bolls*—hence easier to pick. 37 to 50 to the pound of seed cotton under average conditions. This is much better than 75 to 125 grabs to pick a pound of an ordinary small balled cotton.

2. *More Storm Proof*.—When cotton is so storm proof that it can be left in the field until November and December and the entire crop gathered at one picking without serious loss from winds or rain or sprouting in the bolls, it would certainly seem that perfection is not far off. When labor is hard to get or bad weather keeps you out of the field, this quality may be worth half a crop.

It also means that your entire crop may be gathered at one picking, if need be, without being in danger of serious damage. This is the case with LONE STAR.

3. *Field Yields* are as good, if not noticeably better, than MEBANE TRIUMPH. This is the general opinion of practically every farmer who grows it.

4. *High Per Cent of Lint* in seed cotton ranging with MEBANE TRIUMPH from 35 per cent to 42 per cent, depending on seasonal conditions.

5. *Extra Long, Strong Staple*.—The lint is longer, has more *drag* and *body*, qualities that are greatly esteemed by spinners. These features are readily gauged by reference to the illustration showing the lint of LONE STAR, MEBANE TRIUMPH and Half and Half, grown under the same conditions. (See page 19.)



Lone Star Cotton Breeding Block in Early Summer Season.

SPECIAL ADVANTAGES OF LONE STAR—Continued.

The European cotton spinners pay a premium for "Texas Middling" over similar grades coming from the Eastern cotton states. The general use of LONE STAR will greatly increase the amount of the premiums for Texas staple. LONE STAR staple ranges from 11-16" to 1¼", whereas MEBANE TRIUMPH ranges from 1" to 1-8" under similar conditions. It has better drag and body than Mebane Triumph or Rowden.

6. *The Staple Sells for More Money.*—In any market where the buyers pull the staple to fix prices, and do not depend on just "grades" alone, LONE STAR lint brings a premium over Mebane Triumph and Rowden cotton ranging from 1/8¢ to 3 1/8¢ per pound. This is equal to, \$2.50 to \$17.50 per bale extra.

During the last three years these premiums have been regularly paid at Sherman, Greenville,

Paris, Honey Grove, Clarksville, Texarkana, and they will be paid in any local cotton market furnishing enough LONE STAR to enable the local buyers to easily assemble large blocks of straight LONE STAR bales.

Communities that have found their cotton prices lowered because of large amounts of Half and Half cotton can mend their ways and get extra money by introducing LONE STAR.

This magnificent variety is the result of years of earnest faithful work by Dr. D. A. Saunders, Plant Breeder, U. S. Department of Agriculture.

With the exception of the U. S. Government, we are the only parties regularly maintaining scientifically controlled breeding blocks of this variety, producing strictly pedigreed seeds, maintaining strains of proven good quality.

Prices for Lone Star Cotton Seed

Regular certified seed, put up in 4-bushel bags with our seal and certificate on each and every bag, are quoted as follows:

Per peck, 75¢; 1 to 24 bu., \$2.25 per bu.; 28 to 52 bu., \$2.20 per bu.; 56 to 100 bu., \$2.15 per bu.;

104 bu. or more, \$2.10 per bu. Special prices on larger lots.

Special Pedigreed Seeds.—We have a limited amount of Special Pedigreed Seed of third and fourth generations from breeding block selections. As long as the surplus lasts, \$3.00 per bushel.

Ferguson Roundnose Cotton

Well Suited to Uplands—Best Yet on Rich Bottoms

We are proud of the reputation of this splendid variety, which was originated and introduced several years ago by A. M. Ferguson. It came from a high yielding, early, rapid, continuous fruiting selection out of Jackson Cotton. The name refers to its habit of producing roundnose bolls. The points of the burrs are very short and the stickers do not injure the fingers when picking.

This character, however, is not absolutely fixed in the variety. It shows about 95 per cent roundnose bolls, and sometimes less if the seasonal conditions are unfavorable.

FERGUSON ROUNDNOSE COTTON has medium large bolls, is an early rapid fruiter, storm proof, and is very desirable for bottom lands where the tendency of ordinary cotton to produce too much stalk reduces the yield of lint. We have produced over a bale to the acre on high prairie land, from stalks slightly above knee high. It produces cotton—not weed. On bottom land the stalks will be higher, but equally as fruitful. This variety has made a wonderful record in river bottom lands throughout Oklahoma, Arkansas, Texas, Mississippi and Louisiana.

FERGUSON ROUNDNOSE COTTON is especially desirable under severe boll weevil conditions. On plantations in Southern Louisiana, at the North Louisiana Experiment Station, in the Coastal region in South Texas, in Alabama and all similar situations, it has proven to be exceptionally desirable, making much larger yields than Mebane Triumph and Lone Star.

The bolls are medium large, quite storm proof, but easy to pick, has lint of good quality and gins out from 34 to 41% depending on the conditions.

PRICE: Supply for this season sold out largely on re-orders from old customers. Orders for 1917 crop will be booked at \$2.50 per bushel.



"Two Kinds of Cotton Growing Side by Side. Rowden on the left and FERGUSON ROUNDNOSE on the right. A heavy killing frost on November 2 killed all the unopened bolls. The FERGUSON ROUNDNOSE made three times as much as the Rowden and made it earlier and faster." Moral: Plant early, rapid, fruiting varieties.

Boykin Cotton

*A New Variety of
Many Good Qualities*

A Mutation From Mebane Triumph Quite Superior to Its Parent

Boykin is the name we have given to a new sport or mutation from Mebane Triumph cotton found in our breeding blocks in 1913, coming from our strain No. 8-06, A 7-11. The exceptional value of this new variety was fully obvious from its first appearance in our breeding block in 1914.

It is shown just as it was first discovered in the illustration on the right. The rows on the sides are selections of Mebane Triumph Champion Strain No. 8-06.



DO YOU BELIEVE THERE'S ANYTHING IN SEED BREEDING.

All rows were planted from seed of the same variety, but each row was planted from the seed of a single stalk. All rows were planted alike—same number of stalks. Any differences in the rows were therefore due to the differences in the reproductive powers of the seeds of individual stalks that were "full brothers." Photographed Nov. 22, 1913. Note storm-proof condition at even this late date.

COMPARATIVE YIELDS AND QUALITY

In this test, where all the seeds had been planted with exceptional exactness to get the hills uniformly just two feet apart in the drill, this selection A 7-11 was producing 18-1/4 pounds, where the other selections themselves, representing a favorite Champion High Yielding Strain were producing only 12 to 14 pounds. This represented a gain of about 30% in yield. On a basis of only one-half bale (a fair average for reasonably good farmers) this would amount to 225 pounds or at 5c a pound to about \$11.25 per acre.

This photograph was made on the 22nd of November. The large size of the bolls and their exceptional storm proof quality was just as obvious as the extra heavy yield. Bad weather set in and continued until well into December before the cotton was picked and weighed. In spite of the damage done by many visitors walking around examining this remarkable mutation there was less than one per cent of fallen locks when picked.

An examination of the lint showed it to have more drag and body than Mebane Triumph and practically the same in length. The average per cent of lint was 38% with the different stalks averaging from 36% to 40%.

Special consideration has been given to the propagation of the seed to isolate from other cotton and rigidly rogue out the variants. These have been less than 5% during the last two years. It

is holding up so well and it has such exceptional *wealth-producing qualities* that we have decided to allow the surplus seed from our breeding and multiplying blocks to be distributed. On our own farms a 20-acre block growing under similar but equally unfavorable conditions averaged more than 300 pounds of seed cotton per acre than the other varieties. This same lead in yielding quality was evident last year.

BOYKIN COTTON HAS A FUTURE

Three years of the closest scientific investigation confirm this view. We are naming it for Mr. — — Boykin, a pioneer in East Texas, long since deceased. The cotton which Mr. Boykin developed is the parent of Mebane Triumph and Rowden and, as detailed above, becomes the grand-parent and revives the memory of a plain farmer who rendered great service to the farmers of the Southwest.

PRICES AND INTRODUCTION

Supply limited. Sold only in peck lots, one peck to a person and one person to a community, and it is understood that each person receiving the seed must agree to report results and observations after harvesting his crop. We want "lots of people" to see this splendid variety growing in their own community. PRICE: \$2.50 per peck.

Ferguson No. 71 Oats

13 Years' Improvement on Seed Breeding Farms.
4 Years of Record-Breaking Results
on Farmers' Farms.

Bigger Yields 10 to 40 Bushels— Customers Say So!

Why will farmers go on year after year planting ordinary mixed, thrasher-run red oats? Is there any reason why you should be particular about corn, cotton and other seeds and not about oats? Four years ago there might have been an excuse, but there is not today, for today you CAN get bred-up, certified pedigreed seed oats, which according to the reports of many farmers are producing 10 to 40 bushels per acre more than the ordinary red oats.

Years ago we noticed how careless we all were about our seed oats. We believed that oats *could* be improved, and believing that it could be done, we went into the best fields of oats in various parts of the country, selecting individual plants for drouth-resisting qualities; for stout, stiff straw; for better rust-proof quality, for hardiness against winter killing to allow fall planting; and, of course, for heavier yields of larger, plumper, sounder grains.

Champion Strain of 500 Selections

In all nearly 1,000 selections were made and 500 separate stools were individually planted in separate head-to-row tests, one grain to a hill one foot apart. See picture on page 27.

Each year the Champion Strains were saved for further testing and observation. Selection No. 71 showed the most consistent record for general excellence through the years and varying seasons. Not until four years ago did we put it on the market. Only a limited quantity was sold at first.

They are well known today. It would be strange if such careful selecting did not produce remarkable results over the ordinary common oats. There is nothing in the Southwest that compares with FERGUSON NO. 71 OATS regardless of price. It is one of the best money makers we have brought out.



"Four stools of oats grown from four kernels of oats selected from thrasher-run or country-run seed. They were propagated through three generations. All grew under identical conditions in adjacent rows. Compare time of maturing, height, vigor, etc."

Resists Rust.

Better than the common, so-called, rust-proof varieties.

A Hardy Oat for Fall Planting

Furnishes abundant winter pasture and withstands winters South of Red River.

Stands Drouth Better

Results in dry seasons proved this; makes little straw, but the grain is there.

Produces Extra Quality Grain

Tests have run from 36 to 43 pounds per bushel; bright, clean well filled grains.

Freer Stooling—Costs

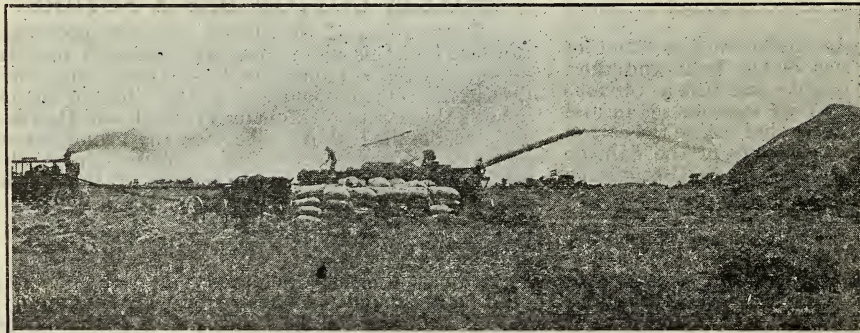
Less for Seed

Because of free stooling habits you can get a better stand from 1½ to 2 bushels an acre than with 3 bushels of common seed.

T. J. Welch planted 10 bushels on 10 acres and harvested 71½ bushels an acre.

Sell Your Crop for Seed

Nearly every farmer who planted our seed sold his entire crop to neighbors for seed. It will bring you fancy prices over the market if you do this.



"Threshing 1915 Crop of Ferguson No. 71 Oats." 47 Acres Averaged 67 Bushels Per Acre. Common Oats Near By Averaged 30 to 50 Bushels. We Grazed the Field All Winter.

The most remarkable thing about FERGUSON No. 71 OATS is the almost universal success they have given in all sections and under all conditions. We have never heard of a man who planted them once, who would not plant them the next year. Out of 16 reports from customers who bought seed for the 1916 crop, fourteen farmers couldn't praise our seed enough. Only two complained and these contrary reports were in no way due to the seed.

80 Bushels vs. 40 bushels. "The oats are all right. They turned out well. They threshed 80 bushels per acre, and the common oats 40. My neighbors all want them for seed. The thresherman and my grain dealers advise me not to sell them on the market at all, but to save them for this community. They all think they are fine. I am well satisfied with my investment."

A. M. Morrison, Collin Co.

Increased His Yield 17 Bushels Per Acre. In answer to your request will say your No. 71 Oats made 50 bushels per acre, while other oats made 33. Will plant the ones I raised. Your oats did not fall down like the other oats. These oats were planted the last of January."

W. A. Shippey, Maypearl, Texas.

A Well Known Dairyman Made Money Out of Ferguson No. 71 Oats.

Dallas, Texas, September 6, 1916.

"Replying to your recent circular letter with reference to the experience I had with your FERGUSON NO. 71 OAT.

I am very well pleased indeed with the yield, also with the very excellent QUALITY of the oats PRODUCED. The thresherman who threshed my crop stated that it was the best quality of oats that he had threshed this year, and I have disposed of the entire amount as seed. My crop passed through the winter well—practically all the other oats were killed during the freezing weather, while mine were not damaged seriously by the cold. They stood very freely and there was no evidence of rust whatever.

As stated above, I am very well pleased with the oats and I look forward to good results in our community from having purchased the initial supply."

Very truly yours,

(Signed) C. O. MOSER.



Head Row Test **FERGUSON NO. 71 OATS.** The Seed from a single selected head are planted in a row, one grain in a place, one foot apart. As a means of finding out the best yielding plants, resistance to rust and drouth, stiffness of straw and good quality in the grain, compare this method with the old-fashioned fanning mill.

PRICES FERGUSON No. 71 OATS.

Double Recleaned, heavy, sound, big-grained seed put up in branded 5-bushel bags, our seal and certificate on each bag:

1 to	20 bushels	per bu.	\$1.25
24	" 50	"	"	1.15
55	" 75	"	"	1.10
80	" 100	"	"	1.00



Grayson County Mediterranean Wheat.

PRICES ON SEED WHEAT

The price of wheat varies so widely that standing quotations cannot safely be made. We have secured dependable seeds of the varieties described herein, and have them growing. Write to us for special prices, naming the quantity and variety desired.

Seed Wheat

For many years we have realized that we Southwestern farmers have not been "looking around" as we should have been to see what could be done to assure better strains of seed wheat. However, the Ferguson Seed Farms is at work on this problem. It is our hope that work in this field will be as productive of good results as our work on cotton, corn and oats has been.

Heretofore our work in seed testing, breeding and growing has been largely with corn, cotton, oats and barley. Our work on wheat is now well under way.

SEED TREATED FOR SMUT

We treat all seed grains grown on our farms with formalin solution to reduce smut in the crop. The good effects of this treatment last for several years. Those who have suffered losses from smut in their crops will do well to start anew with treated seeds of good varieties. Many farmers lose 5 per cent to 15 per cent of their yields from smut and scarcely notice it. This loss amounts to more than the cost of enough good seeds for planting their entire crop.

PREPARATION AND CLEANING OF SEED GRAINS

All of our seeds of wheat, oats and barley are thoroughly cleaned as they are brought in from the farms. We have special machinery for this work. It not only removes all chaff and straw, but also the light and immature grains. Nothing is shipped out that is not in good condition for planting. It will take less seed if you use your double recleaned and graded stocks, because only the most vigorous grains are saved for seed.

MEDITERRANEAN (Red Chaff; Red Berry.) This soft, bearded variety is generally regarded as the best wheat for the Southwest. At least most of the wheat grown in the Southwest is grown under this name. However, inspection of the wheats in the fields show that the wheat commonly planted as **MEDITERRANEAN** is badly mixed, showing chaff of several colors, whereas it should be red. The wheat grains are of varying textures also. This unfortunate condition results from growing thrasher-run wheat for several generations. It is about time that we Southwestern farmers wake up and watch our own interests.

Grayson County Mediterranean Wheat

Grayson county is one of the banner wheat sections of the entire Southwest. We have many large wheat growers who are very particular about seed, who know from long observation the strains that give the best results. Grayson County Mediterranean is a soft-bearded variety that is generally regarded as the best for the Southwest. The strain we have, while not pure, is probably the purest and best to be had for the Southwest. It is thoroughly acclimated, having been grown for more than twenty years in this section and is used extensively by the most wide-awake wheat farmers.

FULCASTER WHEAT (Bearded; White Chaff; Red Berry.) Another of the widely grown wheats in the Southwest. It is a great stand-by wheat. It is a bearded, early ripening, white chaff wheat; its dark red berries are large, hard and plump. It adapts itself to a wide range of soils and climates. Because of this it is considered "a safe variety" and is popular in every wheat growing country. It is largely grown in Denton and Grayson counties, the two leading grain growing counties in the Southwest.

POOLE WHEAT (Beardless; Brown Chaff; Red Berry.) This variety has made a splendid showing at the Denton Experiment Station, and should be more widely planted. **POOLE** is a very popular wheat in many states because of its heavy yielding habits.

Seed dealers who do "seed improving in city warehouses" now and then come out with a glowing description of an old and good variety under a "New Variety" name. Poole Wheat has been sold under many names in this way. It is, of course, a good wheat and was selected because it is good. If you want a good smooth-head wheat, remember that **POOLE** is no experiment.

FULTZ WHEAT (Beardless; White Chaff, Red Berry.) This is one of the oldest, widest grown and most popular of the beardless wheats. We of the Southwest have usually been growing bearded varieties, but mere "habit" can be changed. The beardless wheats, as a class, are heavy yielders; they have plump, round berries and are very attractive. Even when weather conditions shorten the crops, the kernels are usually plump, and for this reason the market value is increased. **FULTZ** has a stiff straw which reduces the tendency to lodge; it has a compact, well protected head which reduces shattering in handling, and prevents sprouting in wet weather. It is a good yielder. This, with other good qualities shown, makes it a very desirable variety to plant.

Winter Barley

Barley is the surest of our pasture and grain crops. It grows freely in warm winter days, provides an excellent pasture during the winter months, and matures its crop of grain 10 to 15 days ahead of wheat. Barley usually yields from 20 to 50 bushels to the acre; and, besides its better winter grazing qualities, it is often more profitable than wheat as a grain crop. It weighs 48 pounds to the bushel and its feeding values is only a little less than corn. As a winter grazing for hogs it is unequalled. Sow early on well-drained land at the rate of 5 to 8 pecks per acre, depending upon condition of the seed bed and the time of seeding. Early seeding on a good seed bed should not require over 6 pecks.

TENNESSEE WINTER BARLEY No. 257:

We secured from the Experiment Station stock of an improved strain of pedigreed Tennessee Winter Barley, known by number as U. S. P. B., No. 257. It has proven to be "the best all 'round barley grown on the Station for four years," and is the surest and best yielder among the many varieties tested. It is uniform in quality, type, and ripening; it winters well and is practically free from smut. Price: Per bushel. Please write for special prices.

TEXAS WINTER BARLEY: We also have this variety which is scarcely distinguishable from the pedigreed variety described above. This is the barley most generally grown in Texas and Oklahoma. We offer re-cleaned seed of **TEXAS WINTER BARLEY** grown on our own farms and on the farms of men who have been co-operating with us for a number of years, and who have grown this barley successfully during that time. **PRICE:** Per bushel. Write for current prices.

Legumes

Alfalfa—Cow Peas—Bur Clover—Velvet Beans—Peanuts

Alfalfa

KING OF THE CLOVERS.

Alfalfa is a success in all parts of the Southwest. It is the only clover-like legume that is successfully grown in the Southwest. It makes a fine hay crop, yielding one to four tons per acre each season. It is a valuable feed for all kinds of stock when used in connection with grains and cheaper hays. Alfalfa is rich in protein, a muscle-forming nutrient that is not abundant in ordinary hays and in the grains. After a field is a year old it is one of the best hog pastures known.

Alfalfa can be profitably grown in any well-drained, rich to medium-rich soil. Ground should be free from weed seeds and quite mellow, but firm, level and friable before seeding. Plow the field at least a month or two before planting. Seed may be drilled in or sown broadcast, at the rate of 7 to 20 pounds per acre, at any time in late summer or early fall, or in early spring near the end of the frost season. Fall seeding is better, as it will save half a year. Young alfalfa will usually resist light frosts.

Prices of alfalfa seed varies. We handle only the best grades of tested seeds.

Prices: Subject to market changes, 10 lbs. \$2.25; 50 lbs., \$10.00. Extra Fancy Alfalfa, per 100 lbs., \$19.50 f. o. b. We do not quote prices on low-grade seeds. Write for current prices on large orders.



Bur Clover

SOUTHERN OR SPOTTED BUR CLOVER

Bur Clover is a winter growing, self-seeding annual that has become well established in the fields and pastures in many sections of Texas, Arkansas, Louisiana and Oklahoma. Prof. Sanborn has been growing Bur Clover at Stillwater, Oklahoma, for many years. Mr. Tom M. Marks has been growing Bur Clover with great success at Jacksboro, Texas. The seed should be sown in the late summer or very early fall on waste lands, Bermuda sod, etc., or in cotton. Sow 10 to 20 pounds per acre.

We offer seed of an extra hardy strain in the bur only, grown in the Northern limits for this crop. Avoid seed of the California Bur Clover even if they are cheaper. It is not satisfactory, because lacking in hardiness. Seed in the bur are best, according to the recommendation of the specialists on Bur Clover in the U. S. Department of Agriculture. We recommend that the burs be treated with hot water, according to the approved method recommended by the Government Specialists. This insures quicker and freer germination of the seed. See Bulletin No. 693, "Bur Clover," U. S. Department of Agriculture. **Prices: One or more pounds postpaid, 50 cents per lb.; by express or freight collect, 10 lbs., \$2.50; 50 lbs. \$12.50; 100 lbs. \$22.00.**

Cowpeas

EVERYBODY'S CLOVER EVERYBODY SHOULD GROW SOME CLOVER

After ages of practical experience, and according to scientific analysis, no fact is better established than that Cow Peas should be grown on every farm. It is well to grow them as a "side crop" or "catch crop" on fallow land; but by all means a number of acres should be grown as a regular hay crop, and to renew and enrich the soil.

We know of a prosperous black-land German farmer who regularly plants one-fifth of his fields to Cow Peas every year.

Land is getting high, and if you can, it will be profitable to grow two crops a year on yours. Oats or Irish potato fields may be planted in Cow Peas, and thus be made to produce three crops—one in the spring, one in the summer for feed, and one of nitrogen left to enrich the soil.

We have grown a number of kinds in variety-test fields. Some are better than others for certain purposes. The bushy varieties are best for peas, but the vine-producing kinds make more hay for feeding or turning under.

Prices and Varieties. Write for current special list of varieties and prices.

Peanuts

This crop serves both the stock and the land to good advantage. As a legume, its vine and nut contain a high percentage of protein, making it an especially valuable feed for hogs. It is unequaled as a pasture for hogs. When properly cured, the vines make a most valuable hay. When plowed under as green manure, the vines add nitrogen to the soil and improve its physical condition. The Spanish nut is most generally planted for hay and pasture. Write for prices.

Early Speckled Velvet Bean

This is different from the Mammoth Velvet Bean. We have grown the Early Speckled variety and recommend it as a superior velvet bean. Its running growth is remarkable, and even when planted late it matures seed. When planted in corn even after laying-by-time, this velvet bean will cover the stalks in a short time. Try this legume on our suggestion. **Price postpaid, 1 lb., 25c; 10 lbs., \$1.00 f. o. b. Sherman; 1 bushel, \$2.75.**

Sorghums

Grain—Hay—Forage—Silage—Syrup

The grain producing sorghums (Hegari, Feterita, Milo, Kafir and Shallu), the sweet sorghums producing syrup and forage (Red Top, and other sweet sorghums) and the hay sorghums (Sudan Grass and Johnson Grass), are a new class of crops which have been introduced from Africa during the last half century. Because of their ability to resist and endure drouth the sorghums have proven to be of great value in regions having a limited or irregular rainfall and especially valuable for spring and summer planting in humid regions. They are the main dependence for "feed crops" for the Western portions of Texas, Oklahoma and Kansas.

Write for special prices. Market unsettled.

Grain Sorghums

The grain sorghums have a feeding value practically equal to that of corn. On the uplands in Western Texas and Oklahoma the grain sorghums will usually make more feed to the acre than corn, and often more than twice as much. As a catch crop on stubble land the grain sorghums are profitable, especially in dry summers when other feed crops are scarce. Their use as catch crops in the semi-humid sections is generally profitable.

Seeds will germinate under less favorable conditions than corn. Seed should be drilled at the rate of 2 to 6 seeds to the foot, varying somewhat according to the land and its condition. This re-

quires four to six pounds of seed per acre. It is usual to leave the plants from 4 to 12 inches apart in 3½ foot rows. Feterita matures usually in 50 to 75 days; Milos, 90 to 105 days; Kafir, 100 to 120 days, and Shallu in 135 days.

FETERITA.—This new sorghum is rapidly proving its worth because of its early maturity and drouth-resisting qualities. These same qualities make it very desirable as a catch crop after grain in Central and East Texas and Oklahoma. It is a good yielder. The grains are white and large.

MILO MAIZE.—There are dwarf and standard strains of red, yellow and white milo. The dwarf milo is preferred. It grows to a height of about 4 feet under average conditions. Thick seeding gives fewer pendant heads. The grains are the largest of the sorghums, and are brittle and easily crushed.

YELLOW DWARF MILO.—Similar to the other varieties of Milo, but having a yellowish color.

KAFIR.—The Kafirs, owing to the longer time required for maturity, are hardly as sure a crop as Feterita or Milo. A fair crop of Indian Corn may be produced under conditions that will give good results with the Kafirs. The foliage of the Kafirs is darker in color than Milo, the stalks larger and more erect, the leaves standing at a sharper angle with the stalk. Kafirs are largely used as roughage

GRAIN SORGHUMS—Continued.

because the stalk is slightly saccharin, but this varies with the different varieties. The Black-hull Kafir and Red Kafir are most generally preferred, especially the former for silage.

WHITE BLACK-HULL KAFIR.—This is the standard variety of Kafir grown for grain. We can usually supply good, well-grown, carefully threshed seed of either dwarf or standard strains. Write for current prices.

Sweet Sorghums

For Hay, For Silage and For Syrup

The sweet sorghums are distinguished from the grain sorghums by the fact that the juices are very sweet and sugary and the substance of the stems is very digestible. The juices are used in making syrups. They are also largely planted for forage, hay and for filling silos. Of the many varieties of sweet sorghums, Red Top or Sumac is the variety most generally grown. It is more vigorous, has more foliage, stands drouth better and makes a greater tonnage for forage than any of the sweet sorghums grown, often yielding from two to six tons per acre. Every Texas cotton farmer who buys hay with "cotton money" should plant a few acres in Red Top Sorghum. Experience has demonstrated that on any kind of land a farmer can grow

more rich, nutritious forage from one acre of Red Top Sorghum than he can buy with the crop off of two to three acres of cotton.

Red Top Sorghum sown for syrup purposes should be planted very thin, about 3 to 4 pounds to the acre. When grown for forage it is best to broadcast it or drill it in with a grain seeder on well prepared ground at the rate of 1 to 1½ bushels per acre. Plant shortly after corn planting time. It often yields two to three cuttings of hay a year.

RED TOP OR SUMAC SORGHUM.—Seed red to pale orange yellow. Prices very variable. Send for special current quotations, stating quantity wanted.

HONEY SORGHUM.—This is a variety that has been widely sold as "Japanese Cane." It has long, slender, reddish heads and is a very desirable sorghum for syrup purposes. Our seed were grown by a large sorghum grower who is very particular about his seed. Prices: 10 pounds, postpaid, \$1.00. Write for prices on larger quantities.

Sudan Grass

A Dependable, Safe, Profitable Forage and Hay Crop

We grow 10 to 20 acres of Sudan Grass for HAY for our own farms and find it very satisfactory. It is easy to grow, easy to harvest and cure, produces well and is highly relished by all kinds of stock.

We sow Sudan as a PASTURE GRASS, especially on places that are not well seeded to the natural grasses. In this way we have doubled the carrying capacity of our pastures. Notwithstanding the heavy grazing it grows right along. It is a noticeable fact that the stock graze the Sudan Grass in preference to the natural pasture grasses.

No grasses heretofore known show such wonderful hay-producing qualities. We recommend that Sudan Grass be planted on every farm where hay is needed or where hay is grown as a market crop. It can be grown very cheaply, and under ordinary conditions it will produce from two to four tons per acre.

SUDAN vs. MILLET

Sudan Grass has driven millet out of the list of farm crops. Sudan is easier to grow, hardier and not so difficult to start, and grows faster, makes two to four times more to the acre and is a better hay than millet. It can be fed in unlimited quantities, while millet can not without causing damage to stock. In every place where millet would ordinarily be planted, Sudan Grass can be grown to better advantage. Plant Sudan Grass if you have a need for hay on your own farm. Also if you are growing hay for the market plant Sudan Grass.

SUDAN vs. SORGHUM

We sow both Sudan and Sorghum for hay and forage uses and try to have a good crop of both. The Sudan cures quicker and is handled with less labor, but it will depend upon weather conditions as to which will give the largest yields. During this past summer the Sudan seemed to stand the dry weather better than any of the several varieties of Sorghums.

The cost of Sudan Grass Seed is higher this season. Sorghum seed is also three to four times more than last season. It is going to cost more than usual to plant a hay crop, but hay (the cheapest and most necessary of all farm feeds) is also high. The cost per acre for seed for Sorghum will be just about the same as Sudan. There is no material difference.

Sow Sudan broadcast or with grain drill 10 to 15 pounds per acre soon after danger of frost is past.

PRICES

Subject to market changes, we can supply good Sudan Grass seed grown under conditions that remove fear of Johnson Grass. Sudan Grass is here to stay and the price will vary no more than cane seed. Subject to market changes we quote: Per pound, postpaid, 50c; 10 to 10 pounds, 40c per pound, not prepaid; 25 to 75 pounds, 35c per pound; 100 pounds or more, \$32.00 per hundred, but write for current market prices on large quantities.



Please Use This ORDER BLANK if Convenient.

Ship the following seeds to: Date.....

Name.....

To be forwarded by.....
(Freight, express or parcel post)

Freight Station.....Name of R. R.....

Postoffice.....R. F. D.....

County.....State.....

DO NOT WRITE HERE.

Date Rec'd.....

Inv.....Bl.....

Date Shipt.....

Shipt. by.....

Amt. Enclosed, \$.....
(State whether draft, check, money
order or stamps.)

Quantity Wanted.	KIND OF SEEDS WANTED.	Price per bu. or lb.	AMOUNT.
.....	SURCROPPER.....Seed Corn.....
.....	CHISHOLM.....Seed Corn.....
.....	FERGUSON YELLOW DENT.....Seed Corn.....
.....	JUNE CORN.....
.....	LONE STAR.....Cotton Seed.....
.....	MEBANE TRIUMPH.....Cotton Seed.....
.....	FERGUSON ROUNDNOSE.....Cotton Seed.....
.....	BOYKIN.....Cotton Seed.....
.....	FERGUSON NO. 71 OATS.....
.....	TEXAS RED RUST PROOF OATS.....
.....	MEDITERRANEAN.....Seed Wheat.....
.....	FULCASTER.....Seed Wheat.....
.....	SUDAN GRASS.....
.....	SORGHUM.....
.....	ALFALFA.....
Total Amount of Order.....		\$.....

REMARKS:.....
.....
.....



SEED BREEDERS

Ferguson Seed Farms.
SHERMAN, TEXAS.

SEED GROWERS



Postoffice.....State.....

A. M. FERGUSON, PRESIDENT
IN CHARGE OF SEED BREEDING
R. A. CHAPMAN, VICE-PRES.
B. C. PITTMAN, TREAS.
W. A. FRENCH, SECR.

OFFICE AND WAREHOUSE
529 EAST JONES STREET
BREEDING-BLOCKS,
TRIAL GROUNDS
AND FARM
SOUTHWEST OF SHERMAN

FERGUSON SEED FARMS

Field Seeds

BREEDERS AND GROWERS

STANDARD VARIETIES ONLY

H-163

SHERMAN, TEXAS

January 31, 1917.

To THE AGENT STATION and
AGRICULTURAL COLLEGE OFFICIALS:

Examples of commercial plant breeding on a bonafide scientific basis, are not very numerous in the United States. Comparatively few of the conscientious efforts made along this line have proven to be financially self sustaining.

The Ferguson Seed Farms has had its financial ups-and-downs, but we believe there are many opportunities open to well equipped graduates in agriculture to promote their own, as well as social welfare, by engaging in Commercial Seed Breeding. Not boastfully, but with the hope of encouraging others, we can advise that the Ferguson Seed Farms has succeeded:

- (a) - As a business.
- (b) - In producing a large supply of good seed-
manship.
- (c) - In producing our own seed for our climate,
proven by the comparative tests reported by
the Experiment Stations.

Many of you will be interested in these facts as a basis for a suggestion to your graduates. On page 9 an oft repeated and important question is asked and answered by data that should be interesting to those who are looking for examples of how scientific seed breeding can be made useful.

We would be glad to receive copies of bulletins and papers bearing on the staple field crops and particularly corn, small grains, cotton, grasses, legumes, etc. Our annual publications have usually been more than mere "Catalogs" of seeds offered for sale. We hope as time goes on to make them readable and instructive.

Sincerely yours for Better Field Seeds,

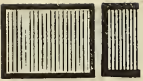
AMF/WAF

FERGUSON SEED FARMS.

In 1903 we started out to make a business of doing three things
for Southwestern farmers:

1. Testing to find out the best varieties of field crops.
2. Breeding-up improved strains of these better varieties from year to year.
3. Growing and preparing seeds of these improved strains.

When you start to buy good field seeds,
Make sure of success,
By buying direct from bonafide seed breeders
They are responsible for the quality of the seeds.



Has

If so, we v
in securing bet

Init

Made out by.....

Postoffice.....State.....

Suggestions to Customers About Making Orders

1. **About Representations.** We try to not only be truthful to the letter in all descriptions and representations, but to even avoid misleading suggestions. We want your confidence. What is more we want to **deserve** it. Our Stringless Guarantee is intended to take care of all cases of differences of opinion.

2. **If Mistakes Occur tell us.** We might be able to correct them. Others will not. Write the facts good naturedly if you can, but if you can't, then write them anyway.

3. **We Will Appreciate** having you send us names of prospective seed buyers. It costs lots of money to run a seed breeding farm. Our only chance to get it back is to sell seeds. The success of our business is due to the "good will" of old customers who send us names of prospective buyers of field seeds.

4. **Order Early** and it will enable us to fill your order before the rush season comes. Where cash accompanies order we will fill the order and set it aside and hold until date you wish shipment made.

5. **Remember.** "First come first served." The supply of our own seeds is limited. It takes twelve months to get a new supply of seeds on which we will put our seal and certificate that they are **PEDIGREED SEEDS.**

6. **Orders Filled Promptly.** We make every effort to fill orders the same day received, unless instructed to hold for later shipment.

7. **Substitutions.** If you should desire substitutions made in your order in case we should be out of the varieties ordered, please indicate what substitutions you desire. We make no substitutions except upon your order. Order early before stock is broken.

8. **Shipping Facilities at Sherman are Unsurpassed.** We have 12 railroad outlets, all connecting directly with trunk lines, besides 2 interurban outlets and three express companies.

9. **Shipping Instructions.** Unless directions are given seeds will be shipped the cheapest way—usually by freight. If goods are to be delivered to stations where there is no agent, freight must be prepaid. Include enough in your remittance to pay the freight to such a station. Any excess will be promptly refunded.

10. **Parcel Post.** Where seeds are ordered sent by parcel post add enough to cover postage. Seeds sent by mail are at purchaser's risk.

POLICIES AND PURPOSES

—to have top-notch seeds worth a dozen times their cost; to send out neat and attractive advertising matter with truthful illustrations and descriptions free from exaggeration; to be prompt; to be courteous; to be satisfied with fair profits; to be honored because we are honorable in our dealings; to give every customer such a measure of satisfaction that he will order again and think enough of us to mention our service and our seeds to their friends.

ABILITY, RELIABILITY, RESPONSIBILITY

We are proud of our standing in each particular. We have been in business for many years. Our reputation and standing for ability and reliability as seedsmen and for responsibility in business is well known.

The best assurance that we **CAN** and **WILL** give you reliable seed service is the reputation made by what we have done for others.

Strangers may learn about us by writing any business man in Sherman, or to the mercantile agencies.

In writing about poultry, please use separate sheet.

Utility Poultry

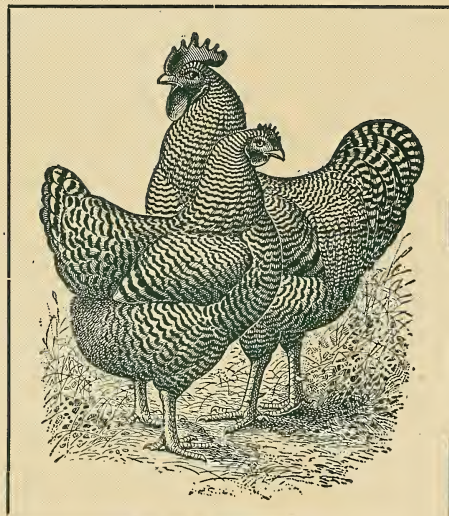
The Ferguson Seed Farms exist for a purpose. As an incident to its work of breeding and growing better field seeds, a number of families make their homes on grounds under their charge.

These families live a real rural life and therefore are properly interested in poultry, such as chickens, turkeys, ducks, geese, guineas and pea fowls. They also live in the atmosphere of a farm where the thought is not only to produce better crops, but to produce better kind of crops, as, for example, a better strain of cotton, corn, etc.

The same trend of thought that directs their work with crops also leads these families to breed poultry for

UTILITY QUALITIES

for eggs and meat; not merely for showy feathers. Sherman is a center for high-bred poultry and many good breeds are represented here.



We quote selected specimens from our surplus stock as follows:

White Leghorns

We have a few cockerels directly descended from a pen of hens laying better than 200 eggs a year. **\$3.00 to \$7.00 each.**

Barred Plymouth Rocks

A few cockerels one year removed from winners at several poultry shows. **\$3.00 to \$4.00 each.**

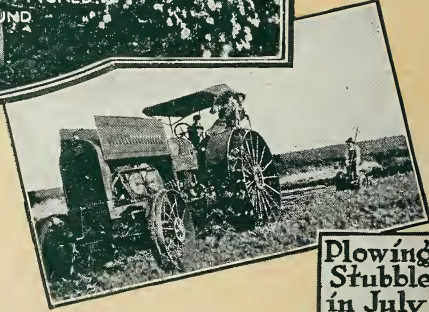
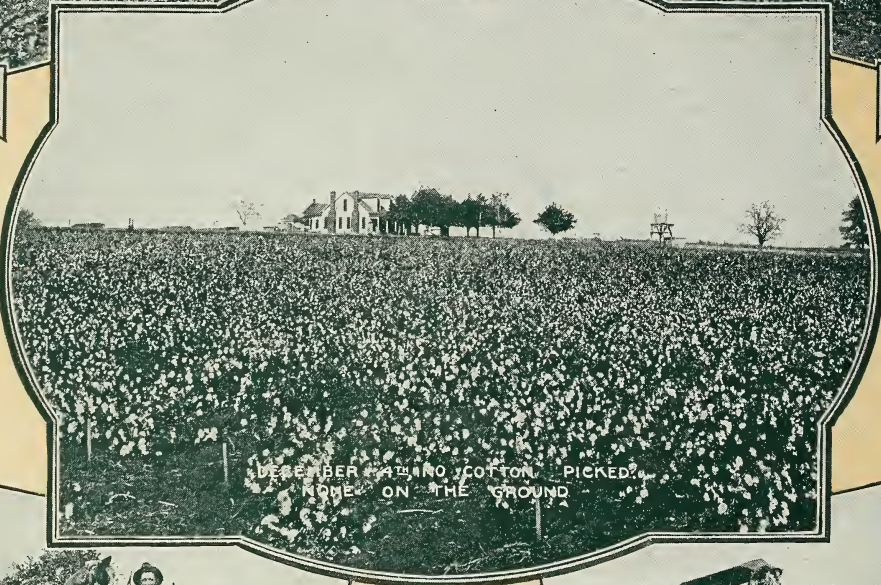
We Are Raising

White Holland, Bourbon Red and Bronze Turkeys and Black Langshang Chickens, also. Surplus stock very limited.



Cotton
Choppers

Cotton
Pickers



Plowing
out the
Corners

Plowing
Stubble
in July



Seeding
Grain

Field of
Barley

Weighing Corn-
Variety Test Block